

DESCRIPTION OF ELECTIVE COURSE

Name of the school: Haute école de gestion de Genève	Academic Year: 2026-2027
---	---

FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Digital marketing
4. Code	31045
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/> Willing to share personal data on social media Willing to use generative AI
8. Teaching language	<input type="checkbox"/> <input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other:
9. Objectives	<p>As marketing is Fun and Profitable, this module is designed for future entrepreneurs and intrapreneurs!</p> <p>This hands-on module will empower future entrepreneurs and intrapreneurs to set up and implement an effective digital marketing plan. They will learn several optimization techniques to attract traffic, to convert web visitors into customers and finally to turn the satisfied customers into brand advocates.</p> <p>The goals of this module are 1-to define, 2-to implement and 3-to measure the performance of a digital marketing strategy. After studying this module, students</p>

	<p>should be able to:</p> <ul style="list-style-type: none"> ● Learning Objective 1: Develop digital marketing techniques, which support the organization's marketing strategy. ● Learning Objective 2: Apply and interpret the key metrics to measure the effectiveness of digital marketing campaigns. ● Learning Objective 3: Critically analyses the strategy of digital marketing in developing the organization's value proposition.
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<ol style="list-style-type: none"> 1. To define a Digital Marketing Strategy 2. To design a website optimized for conversion 3. to master the most efficient tactic – emailing! 4. to attract targeted customer with Inbound marketing 5. To sell efficiently with Social Media 6. To acquire big traffic with SEO 7. To boost traffic with Paid tactics 8. to define KPI with Analytics and track them 9. to find quick wins and avoid traps with a Competitive Analysis 10. (optional) to leverage the most used format; Video Marketing <ul style="list-style-type: none"> ● Students shall bring their own laptop. ● Students shall share personal data with their own profile on social media
<p>11. Evaluation</p>	<ol style="list-style-type: none"> 1. Individual certificates from main digital marketing actors 2. Individual exams max. 10 minutes 3. Team reports and presentation for an external customer 4. Peer feedbacking <p>The evaluations are not closed-bot. It is requested at minimum a declaration of use of AI from the students. They shall provide the details of the prompts and the used tools.</p>
<p>12. Remediation/repetition</p>	<p><input type="checkbox"/> <input type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
<p>13. Coordinator / main instructor</p>	<p>G. Markus</p>
<p>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</p>	
<p>14. Level</p>	<p><input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:</p>
<p>15. Characteristics</p>	<p><input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program,</p>

	cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester <input type="checkbox"/> Other