Business Model

Description

Digital Marketing has become an increasingly central subject in strategy research. Our mission is to make your company loved and to impose it in its competitive space. For this, we are implementing your information, animation and content news program beyond the commercial dimension.

Niveau
Fondamental
Course Content
Module 1: Strategic management

- Lesson 1: Key techniques, frameworks and concepts
- Lesson 2: Strategic Goal of Organizations
- Lesson 3: Corporate strategy as a source of cooperation and international expansion

Module 2: Challenges of Digital management

- Lesson 1: International environment and intercultural management
- Lesson 2: Corporate Management and Business Ecosystem Analysis
- Lesson 3: Conduct of change
- Lesson 4: Risk management and crisis communication
- Lesson 5: Business ethics and environmental management
- Lesson 6: Psychology of the company and fundamentals of the sociology of enterprise

Module 3: Digital Marketing and CRM

- Lesson 1: Linking the foundations of marketing and digital: commonalities and differences
- Lesson 2: From marketing to e-marketing: comparison and development models
- Lesson 3: Market analysis: qualitative and quantitative study, segmentation and targeting
- Lesson 4: "E-CRM" solutions, Targeting, profiling and lead with Internet
- Lesson 5: Strategy and Differential Positioning
- Lesson 6: Integration of a digital marketing plan
- Lesson 7: E-marketing mix management and campaign launch
- Lesson 8: Human Resources and Supplier Management

Module 4: E-Business and e-commerce

- Lesson 1: Study of the main e-business models (B2C, B2B, Pure players, multi-channel models, Me-Commerce)
- Lesson 2: E-commerce technical solutions: platforms and modularity
- Lesson 3: Project management E-business
- Lesson 4: Management of logistics and supply chain
- Lesson 5: Choice and implementation of online payment solutions (e-banking)
- Lesson 6: Lead and optimization of the purchase tunnel: recruitment strategy and online sales

Module 5: Web Technologies and Information Systems Management

- Lesson 1: Management of architectures and programming languages ??for the web
- Lesson 2: Analysis of technical solutions for Internet development projects: history and mutations

- Lesson 3: Internet security management
- Lesson 4: Management of information systems in connection with the web: E.R.P, Data warehouse and technical modularity

Module 6: Web Management Tools and Methods

- Lesson 1: Deployment of visibility on the Internet: SEO & SEM
- Lesson 2: Content management for the web (sourcing, production and integration)
- Lesson 3: E-advertising and affiliation: online tools, strategies and media planning
- Lesson 4: Web ergonomics and web design: optimization of websites
- Lesson 5: Web analytics: performance analysis with traffic statistics

Module 7: Social Media Management

- Lesson 1: Syndication and cure
- Lesson 2: Social media types and social media optimization (SMO) strategies
- Lesson 3: Management of editorial sites and blogs
- Lesson 4: Methods of Viral Marketing and Buzz Marketing
- Lesson 5: Advanced online community management techniques

Module 8: Mobility and Innovation

- Lesson 1: Mobile web solutions management: technologies, models and content
- Lesson 2: Management of innovation with Internet
- Lesson 3: Cross-media and transversal implementation of the web (offline media)
- Lesson 4: Ecosystems in mobility: studies of industrial models and online collaboration
- Lesson 5: Technology watch on the move: optimizing the value of mobile technologies

Module 9: Global Digital Strategy

- Lesson 1: Develop a competitive advantage over competitors
- Lesson 2: Building a strategic digital plan
- Lesson 3: Development of new products and services
- Lesson 4: "Building the power of the brand
- Lesson 5: Digital Intelligence: transforming information into knowledge and profits

Module 10: Internet strategy

- Lesson 1: Internet strategy and study of the best e-business models
- Lesson 2: Development of new products and services online
- Lesson 3: Brand Management on the Internet
- Lesson 4: Strategies for competitiveness in digital markets
- Lesson 5: E-business intelligence and web data mining: automation of the broadcast chain and commercial profit levers

Documentation

- Digital courseware included

Participant profiles

- Web designers
- Web masters
- Marketing professionals

- Communication professionals
- Web Project Managers
- Project leaders
- Startupers
- Community managers

Prerequisites

- No prerequisites

Objectives

- Understand the components of digital strategies in an international context
- Be effective in digital strategy and project management

Classroom Registration Price (CHF)
1400
Virtual Classroom Registration Price (CHF)
1300
Duration (in Days)
2
Reference
DM-ST