



COURSE SYLLABUS

COURSE TITLE:	Digital Communications & Social Media	COURSE CODE:	COMM550
PREREQUISITES:	Marketing	SEMESTER:	Spring 2022
INSTRUCTOR:	Mr. Frederic LANIECE	CREDITS:	3
EMAIL:	Frederic.laniece@free.fr	SCHEDULE:	Tuesday 8h30-11h30

COURSE DESCRIPTION:

Since 2016, brands have been spending more on digital advertising than any other traditional media. As the internet has now established its deep and ever-growing impact on our society, advertisers must follow this new path and use every digital mean necessary to achieve a strong and effective digital presence.

Thus, this class will be a “how-to” course: we will focus on strategies and tools over the different channels to develop a practical sense of digital marketing and integrate good practices regarding online reputation and user engagement.

COURSE OBJECTIVES:

- To understand the different digital marketing channels, strategies, key questions, and solutions.
- To analyse social media management strategies and understand the stakes of user engagement.
- To discover and practice several popular digital marketing tools.
- To make the students’ approach and practical sense of digital marketing more professional.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand, select, and combine solutions, strategies, and online channels
- Translate the stakes of a demand and focus on objectives, performance, and ROI.
- Organize the use of tools and medias and how/when to use it

MANDATORY TEXTBOOK:

None

ASSESSMENT:

The final grade will be determined as follows:



- 10% Participation
- 30% SMM/CM report
- 30% Exam
- 30% Inbound workshop

Presence in class is mandatory. This includes students attending via Livestream. More than 2 absences may result in failure.

More than 10 minutes late = ½ absence

Beyond 2 absences = 1 letter grade reduction in final grade per additional absence

GRADING CRITERIA:

The final grade issued for a course is a letter grade, at times followed by a + or a – sign. Each letter grade has a point value and The American Business School of Paris uses the following grading scale:

100-93	A	4.00	72-69	C-	1.67
92-89	A-	3.67	68-66	D+	1.33
88-86	B+	3.33	65-63	D	1.00
85-83	B	3.00	62-60	D-	0.67
82-79	B-	2.67	<60	F	0.00
78-76	C+	2.33			
75-73	C	2.00			

Any grade below a C (73%) is considered a failing grade and students are required to retake the class.

Grades will be based on the standard ABS Grading Rubrics available on Beecome.io

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 1 Feb		Introduction to digital: Internet & web technologies Worldwide e-commerce figures, trends & leaders Focus on French e-commerce
Session 2 8 Feb		Marketing & e-marketing tools E-marketing channels presentation Focus: SEM tools and workshop
Session 3 15 Feb		Ecommerce website creation (WordPress/WooCommerce)
Session 4 22 Feb	SMM/CM report (this will be graded)	Social Media Marketing & Community Management: influencers and brand ambassadors Introduction to the report
Session 5		Online advertising models, KPIs, ROI, POEM...



1 Mar		Affiliate marketing: Networks, programs & publishers Display advertising: From IAB formats to native Advertising
Session 6 8 Mar		Display advertising: retargeting & programmatic marketing (RTB) with respect to social display ads Incentive Practical case study to prepare for the exam
Session 7 22 Mar ONLINE	2-3h exam on everything so far	(We might dedicate the first hour of class to discussing the latest lessons before the exam)
Session 8 29 Mar		Exam Debrief Infotainment and brand content: engagement, polarization, audience & ad pools
Session 9 5 Apr		Email marketing: customer loyalty and reactivation (newsletter)
Session 10 12 Apr		Emailing & automation workshop
Session 11 19 Apr		Inbound marketing SMM Case study review
Session 12 26 Apr	Inbound workshop (this will be graded)	Inbound marketing: tools and workshop Course review

The last day of the semester is 13 May 2022. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.

ADD/DROP POLICY:

BBA students have the option to add or drop a course during the first week of the semester. Students can add/drop courses without penalty from the online registration platform until **18h00 on 4 February 2022**. Students may attend as many classes as they like during the add/drop period. If the student adds a course, but has not attended the first session of the term, it will be counted as an absence.

WITHDRAWAL POLICY:

BBA students may withdraw from a class up until **18h00 on 25 March 2022**. Withdrawing from a course does not exempt the student from the fees associated with the course. Withdrawal requests must be submitted to the Academic Advisor in writing. No withdrawal requests will be acknowledged without a written and signed request. Students may not withdraw from a class after the 7th week deadline.

PLAIGIARISM POLICY:

The American Business School of Paris expects its students to meet and maintain the highest ethical standards in all areas of their academic and professional behavior. Therefore, compliance to academic integrity means that students use reputable sources of information and the proper acknowledgement of



authors and sources of information whose ideas, materials, data, and research have informed one's own work. This entails that if ideas, the data or words of others have been used, this must be clearly and rigorously shown using agreed scholarly conventions.

All work submitted by students are subjected to plagiarism checks. Any work that is found to contain more than 15% similarity, excluding proper citations, will receive an F grade, and the student will not be given an opportunity to rewrite the work. The first violation will result in a written warning, of which a copy will be placed in the student's permanent record. A second offence will result in a summons to a meeting of the Academic Disciplinary Committee where the sanction will be deliberated. Sanctions include: retaking and repaying for ENGL101 Academic Methodology, retaking and repaying for the failed course, and expulsion from the school for the most egregious forms of academic dishonesty.