

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G452	Behavioral Marketing	6	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor Degree
Objective	To allow the student to: <ul style="list-style-type: none">- understand the behavioral marketing techniques currently used and their evolutions,- to be able to put them in place.
Content	The course is divided into 3 parts: <ul style="list-style-type: none">- Analysis of the different behavioral marketing methods- basis of data analysis- Examples of the implementation of behavioral marketing strategies.
References	<p>Many works exist. Three were selected because they correspond more to the course approach</p> <p>Sanjaume, A., Clapier A., 2010, Marketing comportemental. Exploiter la donnée marketing client, collection Tendances Marketing, Dunod.</p> <p>Scheid, F., Vaillant, R., de Montaigne, G., 2012, Le marketing digital, développer sa stratégie à l'ère numérique, Eyrolles</p> <p>Hissler, M., Murat, O., Jouanne, A., 2014, Faire du marketing sur les réseaux sociaux, 12modules pour construire sa stratégie social media, Eyrolles.</p> <p>In addition, we will use white papers offered by brands on their behavioral marketing approaches. Additional resources will be given to the student on the kikencere site and on Microsoft Teams.</p>

Theory Topics

Week	Weekly Contents
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