Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G452	Behavioral Marketing	8	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: - 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: - Analysis of the different behavioral marketing methods - basis of data analysis - Examples of the implementation of behavioral marketing strategies.
References	Many works exist. Three were selected because they correspond more to the course approach Sanjaume, A., Clapier A., 2010, Marketing comportemental. Exploiter la donnée marketing client, collection Tendances Marketing, Dunod. Scheid, F., Vaillant, R., de Montaigu, G., 2012, Le marketing digital, développer sa stratégie à l'ère numérique, Eyrolles Hissler, M., Murat, O., Jouanne, A., 2014, Faire du marketing sur les réseaux sociaux, 12modules pour construire sa stratégie social media, Eyrolles. 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.

Theory Topics

Week	Weekly Contents