

New Technologies Applied to Business Management and Marketing

General objectives:

This course aims to enable professionals with necessary skills to use new technologies in Marketing to enhancing the Business.

Specific objectives:

At the end of the course, students will be able to:

- Identify E- Marketing and E- Commerce;
- Characterize the electronic marketplace and e - customers;
- Set the main pricing strategies used in sales on -line;
- Using the online channel as a distribution channel;
- Understand how it is used the communication in the Net.

Target Audience:

This course is intended for all professionals who wish to enhance their business model through new technologies.

Hours:

18 hours.

Program Contents:

Module I - What are the new technologies and its purpose

Module II - Global markets and trends

- Digital revolution ;
- Development of social skills in R. H;
- Change in global power;
- New consumption behaviors.

Module III - The P's of Digital Marketing

- The methodology of 8Ps digital marketing ;
- Research, planning, production, publishing, promotion, propagation, customization, accuracy.

Module IV - Integrated Communication in Digital Marketing

- Management of integrated communication;
- The mix of marketing and e- marketing communication.

Module V - Applying the product strategies on the Internet

- Strategies to expose the various types of product on the Internet;
- Advantages of selling online.

Module VI - Analysis of competition websites and study of the most attractive channels for the business area

- Consumer behavior on the Internet;
- E-Marketing strategies.