Digital Marketing		
 Develop adaptation skills to modern innovations such as artificial intelligence, automated marketing, and virtual reality. Provide researchers with information and knowledge that enables them to acquire creative marketing skills and orientations that effectively contribute to expanding and diversifying their long-term research horizons and deepening scientific knowledge in the field of digital marketing. Train researchers to acquire knowledge and skills in modern scientific management, emphasizing professional, practical, and applied aspects during training phases, or as academics in university institutions. The ability to integrate into the new global environment through digital mastery and its capacity to develop the field of modern marketing. The specialization contributes to supervising external markets and adapting to different marketing variables in the face of modern international developments. Mastering various methods and means that contribute to marketing and improving the quality of digital products in institutions. 	Curriculum highlights	
 -Master, Magistère First Priority: Digital Marketing Second Priority: Electronic Marketing, E- commerce Third Priority: Other Marketing Specializations 	Admission information	
 In-Depth Electronic Consumer Behavior Digital Marketing Management Electronic Customer Relationship Management Digital Campaign Management Electronic Payment Systems Social Media Marketing Electronic Brand Management Automation and Personalization Tools 	Core courses	

-Optimizing ad targeting and content personalization in e-	Advanced
stores through machine learning algorithms	topics
-The role of chatbot in enhancing customer experience in online retail	
-the impact of social media influencer marketing on consumer perception of local brand 's trustworthiness	
-the effect of gamification features in mobile apps on consumer engagement and loyality	
1.In-Depth Electronic Consumer Behavior :	FullCurriculu
I.Introduction to e-consumer behavior	m
II. The digital marketplace and its impact on consumers	
III.Online Business to Consumer (B2C) decision-making process	
IV.Online Business to Business (B2B) decision-making process	
V.External factors influencing e-consumer behavior	
VI.Impact of the Web Experience on the e-consumer behavior	
2.Social Media Marketing :	
 I. Foundations of Social Media Marketing II. Building and Engaging Digital Communities III. Developing a Social Media Marketing Strategy IV. Planning and Managing Social Media Campaigns 	
V. Social Media AdvertisingVI. Social Customer Relationship Management	
VII. Social Media Analytics and Performance EvaluationVIII. Case Studies and Real-World Applications	
3. Customer relationship management	
1. Introduction to customer relationship management	

- 2. Strategic CRM
- 3. Use of artificial intelligence software and applications in analytical customer relationship management
- 4. Use of information and communication technologies and artificial intelligence applications in operational customer relationship management
- 5. Use of intranets in collaborative customer relationship management
- 6. Dimensions and results of e-CRM
- 7. Measurement tools for e-CRM

4.Digital Brand Management :

Course Information

Course Title: Digital Brand Management

Level: Doctorate (PhD)

Duration: 14 Weeks

Course Description

This course provides advanced theoretical and practical insights into digital brand management. It explores strategic brand building, brand equity measurement, global digital brand strategy, and the evolving role of brands in the digital era. Emphasis is placed on critical evaluation, research, and application of branding theories in diverse market contexts.

Learning Objectives

- Critically analyze and evaluate brand management theories and models.

- Conduct academic research related to branding topics.

- Design strategic digital branding frameworks for global and local markets.

- Assess the impact of digital transformation on brand equity and identity.

- Develop branding solutions based on empirical research.

Course Outline (Weekly Topics)

- Week 1: Introduction to Brand Management: Definition	
or brand, brand elements, evolution of branding;	
- Week 2: Theories of Branding: Brand identity, image, personality, equity – conceptual frameworks;	
- Week 3: Digital Brand Management Process: Building, measuring, and managing brand equity (Keller's model);	
- Week 4: Digital Brand Positioning and Differentiation: Value proposition, perceptual mapping in digital area;	
- Week 5: Brand Equity Measurement: Aaker's and Keller's models, quantitative/qualitative methods;	
- Week 6: Consumer-Based Brand Equity (CBBE): Psychological and behavioral foundations;	
- Week 7: Digital Brand Architecture and Portfolio Management: House of brands, branded house, sub- brands;	
- Week 8: Global Branding Strategies: Standardization vs. adaptation, cultural influences;	
- Week 9: Digital Branding and Social Media: Online brand engagement, influencers, content marketing;	
- Week 10: Branding and Innovation: Co-creation, brand communities, AI in branding;	
- Week 11: Brand Crisis and Reputation Management: Risk management, case studies of failures;	
- Week 12: Brand Valuation and Financial Performance: Methods of brand valuation (Interbrand, BrandZ);	
- Week 13: Contemporary Issues in Brand Management: Sustainability, ethical branding, personal branding;	
- Week 14: Student Research Presentations: Sustainability, ethical branding, personal branding.	
Assessment Methods	
Class Participation and Discussions: 10 %	
Article Critiques and Presentations: 20 %	

Case Study Analysis: 15 %

Research Paper Proposal: 25 %

Final Research Paper and Presentation: 30 %

Prerequisites

- Completion of core marketing theory courses and digital marketing.

- Competency in academic research methodologies.

5. Digital Marketing Management:

- Definitions and Context
- Creating Strategic Digital Marketing Objectives
- Website Design
- Search Engine Marketing
- Email Marketing
- Content Marketing; Social Media and Mobile Role
- Data Protection, Security and Intellectual Property
- Customer Database and Analytics

<u>6. Automation and Personalization Tools:</u>

1. General Module Objectives:

- Enable students to understand advanced digital tools used to automate marketing processes.
- Develop their ability to design digital content personalization strategies and marketing experience.
- Strengthen analytical thinking in using data to personalize marketing campaigns and improve performance.

2. Target Skills:

- Mastery of automation tools such as: HubSpot, Mailchimp, ActiveCampaign
- Using personalization techniques based on artificial intelligence and predictive analytics
- Analysis and adjustment of automated campaign results from data

3. Main Module Axes:

Axis 1: Introduction to Marketing Automation

- Definition, advantages and applications in the digital marketing environment
- Steps to building an automated funnel

Axis 2: Modern Automation Tools

- Comparison of main platforms (HubSpot, Marketo, Mailchimp...)
- Setting up automated email campaigns
- Workflow automation practical use cases

Axis 3: Content and Experience Personalization

- Difference between personalization and segmentation
- Using data to personalize messages and offers
- Personalization tools (dynamic content, AI-powered personalization engines)

Axis 4: Tracking and Analysis

- User behavior tracking: Facebook Pixel, Google Tag Manager
- Key performance indicators in automation and personalization
- A/B testing techniques and performance optimization

Axis 5: Artificial Intelligence in Automation and Personalization

- Chatbots, predictive marketing, intelligent recommendations
- Case studies of companies using AI to personalize customer experience

6. Digital Campaign Management:

- Theoretical Foundations of Digital Campaign Management Campaign Lifecycle
- 2. RACI Model for Managing Digital Campaign Teams
- 3. Programmatic Advertising Campaign Management

- 4. Conversion Rate Optimization
- 5. Integration of Campaign Management Tools with Analytics Platforms
- 6. Advanced Measurement of Digital Campaign Performance
- 7. Case Studies on Digital Campaign Management

8.Electronic Payment Systems

Week 1: Introduction to Electronic Payment Systems

- Historical evolution of payments
- Definition, types, and structure of electronic payment systems
- Stakeholders: consumers, merchants, banks, payment gateways

Week 2: Payment Gateways and Online Infrastructure

- Architecture of electronic payment platforms
- Role of APIs and payment processors
- Integration into e-commerce ecosystems

Week 3: Digital Wallets and Mobile Payments

- Electronic payment tools
- Wallets: Apple Pay, Google Pay, Alipay, PayPal
- QR codes and Near Field Communication (NFC)

Week 4: Fintech and Embedded Finance

- Disruption of traditional banking by fintech
- "Buy Now, Pay Later" (BNPL) models
- Embedded finance and contextual payment systems

Week 5: Blockchain Payments and Cryptocurrencies

- Overview of blockchain applied to payments
- Stablecoins, Bitcoin, and Ethereum for transactions
- Central Bank Digital Currencies (CBDCs) and global pilot projects

Week 6: Cybersecurity and Fraud Prevention	
 Threats: phishing, token theft, social engineering Tools: 3D Secure 2.0, biometric verification, AI- based fraud detection Compliance with PCI DSS standards 	
Week 7: Cross-Border and Multi-Currency	
Transactions	
 SWIFT gpi, Wise (TransferWise), Revolut, RippleNet Challenges of currency conversion Emerging trends in international transfers 	
Week 8: Financial Inclusion and Mobile Money	
 The role of digital payments in development Case studies: M-Pesa (Kenya), UPI (India), Pix (Brazil) Impact on the unbanked and underbanked populations 	
Week 11: Sustainability and Green Payments	
 Carbon footprint of digital payments vs. cash Environmentally friendly payment technologies Circular economy in payment platforms 	