



# EXECUTIVE MASTER IN DIGITAL MARKETING AND COMMUNICATION



A unique executive education program at Solvay Brussels School, delivered in conjunction with Havas, La Libre Belgique, Le Soir and BMMA.

**Academic Year 2024.**



# Executive Master in Digital Marketing and Communication

Dear friend,

In this fast-changing business environment, we are all operating in a more complex, uncertain and unstable world and find ourselves facing new realities. We are also confronted with major technological advances that demand new approaches in business models.

In any case, one thing is clear: making a connection with your target in the right place and at the right time will remain the priority objective for each company.

Determining which traditional marketing and communication tools are still relevant and the new digital tools that are suitable for deployment is vital for any company in any industry.

The Executive Master in Digital Marketing and Communication is a comprehensive course in marketing and communication, based on active learning and totally adapted to the digital world.

This programme will change how you conceive your marketing and communication strategy. Today it is crucial to be well equipped, armed and ready to act, using easily available digital marketing and communication tools. You need the capability to build a marketing strategy that allows for the technological changes we are currently experiencing and for those that we will face in the future.

If you are a communication or marketing professional who wants to strengthen and deepen your knowledge of marketing and/or digital Communication, this programme is what you need – especially today.

Academic Director

**PHILIPPE BILTIAU**

Professor at the Solvay Brussels School of Economics and Management



## What others say



*"I am delighted to be one of the 3 winners of the first edition of the Belgian Marketing Awards. I know exactly when my passion for marketing started: enrolling for the Solvay/ BMMA Master course gave me a real boost!"*

**Aude Mayence**

VP Marketing, Digital & E-Commerce, Delhaize



*"The Executive Master in Digital Marketing and Communications offers a great mix of new insights and tactics, easy to grasp and implement in my job. In the 17 days, I got to work closely with passionate marketers, learn the latest trends in Digital Marketing and I gained confidence to switch careers."*

**Simon Coomans**

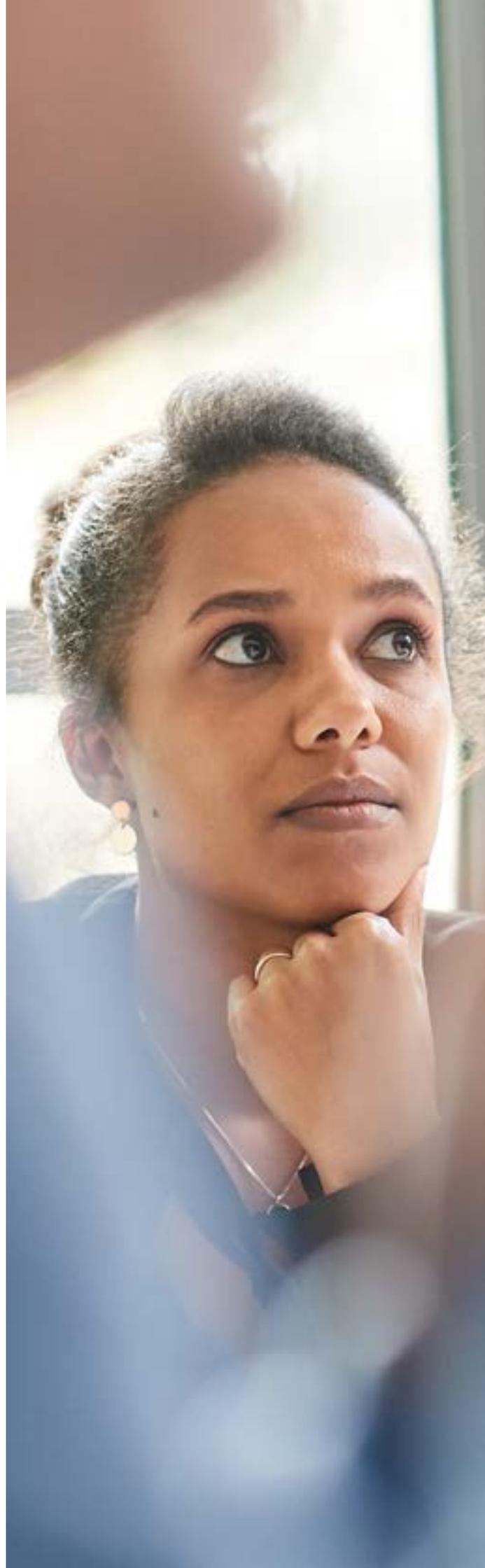
Marketing Manager, Bringme



*"I had been hoping to flesh out a professional deployment project through my own company, and I now have some solid foundations that I can build on. This Executive Master programme is perfectly designed for marketing and communications managers. By offering a 360° view, it allows the participants to create their own links between the various digital marketing fields, and to refine their vision. It includes a perfect balance between theory, workshops and case studies. Most of the speakers are business creators or managers of Business units, who share their passion, know-how and vision with talent and generosity."*

**Olivier Dupuis**

Director of the Generis advertising agency



# The program in brief

## Program duration

17 days spread over Tuesdays Thursdays//Saturdays, comprising 10 modules, two or three days per month.

## Is this program for you?

It is aimed at:

- Highly motivated people, ready to invest themselves in training in the most up-to-date concepts in marketing and communication.
- Who ideally have a university or college degree or equivalent experience.
- And who, as courses are given in English, have a very good knowledge of this language.

## Certificate

The certificate of "Executive Master in Digital Marketing and Communication" will only be granted upon fulfilment of two conditions:

- Active participation in the courses
- The submission of an end-of-program paper, which needs to be positively evaluated by the jury members.

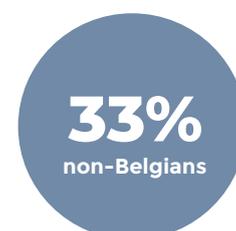
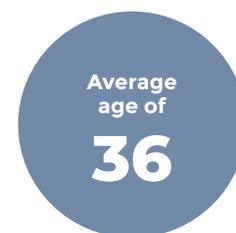
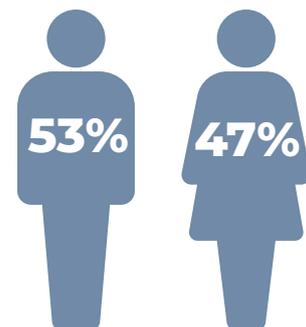
## Key outcomes of the program:

**At the end of the program, you will be able to:**

1. Build a **digital** marketing strategy that creates value for your company and society, now and in the future.
2. Make a difference with your S.A.V.E. strategy and generate a **digital** customer-centric marketing and communication plan that will build an engaged customer base.
3. Be expert in marketing data and know how to use data to deliver value to consumers and secure a sustainable competitive advantage.
4. Implement the acquired skills immediately thanks to the practical exercises and group tasks throughout the program.

You will also become members of the "Solvay Alumni Association" and of the BMMA (Belgian Management and Marketing Association), which will provide access to a high-quality network in marketing. And, last but not least, you will be holding a very sought after "Executive Master in Digital Marketing and Communication" degree.

## Profile of participants over the last 5 years:



## Breakdown of Belgian registrations



## Become a successful marketer in the technological era...

### **Many businesses are forced to reinvent themselves and consumers have radically changed their consumer behaviour.**

The recent pandemic has significantly impacted global economies. The proliferation of digital tools has helped reinforcing this revolution. The consumer journey is changing like never before. Marketers must adjust to these new habits and should be able to fully adapt to these new consumers.

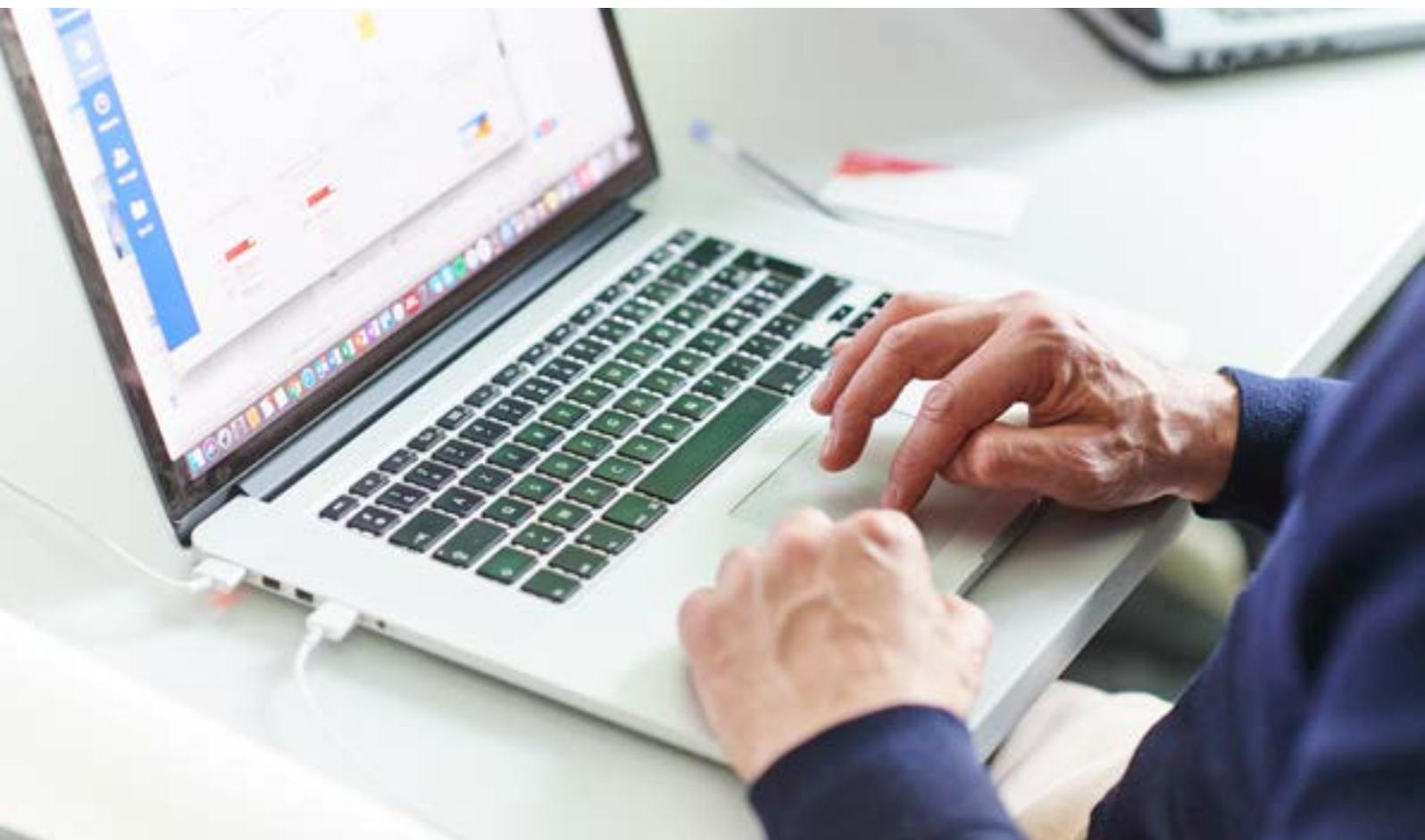
### **A customer-centric approach with a focus on digital tools.**

Therefore, in this "Executive Master in Digital Marketing and Communication", we go one step further and examine how this new age is revolutionizing the world of marketing by shifting the balance of power from firms to

consumers. You will learn how the traditional "4P's" have been transformed into the S.A.V.E. strategy. Traditional Marketing entails planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. Marketing has changed, have you S.A.V.E. it? Welcome to the new marketing era.

### **In this master, you will learn how to build a relevant S.A.V.E. strategy that creates value, both for businesses and consumers.**

A successful marketing plan all starts with identifying and measuring consumers' needs and wants, assessing the competitive environment, selecting the most appropriate consumer targets, and developing a relevant value proposition. Based on this value proposition, marketers should go further than the traditional 4P's and develop their S.A.V.E. strategy.



## ... by implementing an accurate digital marketing & communication plan, based on the S.A.V.E. strategy.

First, offer a **SOLUTION** instead of a product, define your product/service on the needs they meet rather than their features and functions.

Second, focus on **ACCESS** instead of place by developing a successful and seamless omnichannel experience for your consumers.

Third, sell **VALUE** instead of price by improving the benefits to price rather implementing a price based on costs.

Fourth, focus on **EDUCATION, EXPERIENCE, ENGAGEMENT, EMOTIONS, ...** instead of promotion. Engage your consumers by providing relevant information at each step of their journey.

And last but not least, become an expert in DIGITALIZATION and technological development and understand how AI can serve marketing now and in the future.

### Make a difference with your S.A.V.E. strategy

- **S**(olution): solve your consumers' problems and define your offerings by the needs they meet, rather than their features. Look at a digital agency from the inside and learn how to use design thinking to create your solution (module 2).
- **A**(ccess): get in contact your customers at every touchpoint and develop your own omnichannel strategy (module 3).
- **V**(alue): learn how to set the right price in Marketing 4.0 by focusing on value-based pricing (module 4).
- **E**(ducation, experience,...): learn how to exploit efficiently digital tools to build a meaningful, consumer-centric communication strategy along the entire consumer journey (module 5).

---

### Become an expert in marketing data

- Marketing and new technologies with a focus on (Generative) A.I.: Understanding the effect of (Generative) A.I. on short-, medium- and long-term trends. How to distinguish the "hype" from the structural change? Concrete examples of Artificial Intelligence. (module 6)
- Be able to interact competently on the topic of data sciences for marketing purposes (module 7)
- Understand in depth how to learn about what your consumers think and value (module 8)

---

### Turn theory into practice

- Based on what you've learned in the nine modules, develop your own global marketing strategy in 48 hours and become a real expert in digital marketing (module 9)!

# The program content

Discover the detailed content for each module in the following pages.

**JANUARY**

MARKETING AND SUSTAINABILITY	<b>MODULE 1</b> Marketing and sustainability	<b>1 DAY</b> Tuesday 30 January
<b>MAKE A DIFFERENCE WITH YOUR S.A.V.E. STRATEGY</b>	<b>MODULE 2</b> From Product to <b>S</b> olution: - Make your organization evolve  - An immersion in a digital agency	
	<b>MODULE 3</b> From Place to <b>A</b> cces: How to successfully convert your (potential) customers into buyers?	
	<b>MODULE 4</b> <b>V</b> alue: focus on your value tag instead of price tag	
	<b>MODULE 5</b> Digital Communication From Promotion to <b>E</b> ducation Entertainment & Engagement - Communication Strategy and Tactical Tools	
	<b>BECOME AN EXPERT IN MARKETING DATA</b>	<b>MODULE 6</b> Master the fundamentals of (Generative A.I. for marketing, now and in the future)
<b>MODULE 7</b> Data science for marketing		
<b>MODULE 8</b> Marketing Research		
<b>TURN THEORY INTO PRACTICE</b>	<b>MODULE 9</b> Marketing Hackathon	

# TYPICAL DAY

8.30 a.m. - welcome with coffee      10.30 / 11.00 a.m. - coffee break      1.30 p.m. - course      3.30 p.m - course  
 9.00 a.m. - course      12.30 p.m. - lunch      3.00 p.m. - coffee break      5.30 p.m. - end of the day

FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>1 DAY</b> Thursday 1 February				
<b>1 DAY</b> Tuesday 6 February				
	<b>2 DAYS</b> Tuesday 19 and Thursday 21 March			
		<b>2 DAYS</b> Monday 15 and Tuesday 16 April		
			<b>5 DAYS</b> Tuesday 14, Thursday 16 Saturday 18, Tuesday 28 and Thursday 30 May	
				<b>1 DAY</b> Saturday 1 June
				<b>1 DAY</b> Tuesday 11 June
				<b>1 DAY</b> Thursday 13 June
				<b>2 DAYS</b> Friday 21 and Saturday 22 June

# MODULE 1

## Marketing and sustainability - theory and practice



Professor :  
**Nicolas Lambert**

### Module objective and content

A recent study from WFA and Kantar showed that 90% of marketers globally think they need to act more bravely and experiment to drive transformational change in terms of sustainability<sup>1</sup>. In this module you will explore the intricate relationship between marketing and sustainability. You will understand how the marketing and sustainability strategies of an organisation must be intricately intertwined to reinforce each other and bear fruits. The basic principles of marketing will be re-visited to incorporate a strong sustainability dimension and the impact on each element of the S.A.V.E model will be explored.

### Topics covered

- > Key principles of sustainability, tensions between marketing and sustainability, concept of 'markethics' (@Galler).
- > Managing the ambiguous consumer - a model to map convergence and identify tensions.
- > Zooming on specific aspects of sustainability and digital
- > How to get started / to progress further: using the '14 levers to integrate sustainability in marketing', starting from the 'S.A.V.E. model'



*"The perfect synthesis of expertise and experience: this course is a must for both experienced and novice marketer. It represents the ideal bootstrap for the next modules of the program."*

**Marc Vanhoutteghem,**  
Managing Partner, SII Belgium

### KEY BENEFITS

- Understand the relationship between marketing and sustainability
- Get conceptual tools to integrate the two concepts at strategic level
- Understand the 'lay of the land' in terms of consumer perception and behaviour about sustainability
- Get started with a very concrete and 'hands-on' methodology to better align your marketing and sustainability approach.

### Teaching method

Interactive lectures and a workshop to help you further integrate your sustainability and marketing approaches

### Your professor

Expert and consultant in marketing and sustainability. Author of 'Le marketing peut-il sauver le monde' (Racine 2023). Lecturer at Louvain School of Management and HelHa.

Nicolas was CEO of Fairtrade Belgium from 2016 to 2022. He has also been teaching marketing for more than 10 years at the Louvain School of Management. In the first part of his career, he held various senior marketing and strategy positions at Unilever, AB-InBev and Heineken, in Belgium, the UK and The Netherlands. He was strategy director at advertising agency Darwin BBDO.

### Date

1 day in January 2024: Tuesday 30

<sup>1</sup>WFA & Kantar Sustainable Marketing 2030 Report (April 2023)

# MODULE 2

## From Product to Solution: DAY 1: Make your organization evolve



Professors :  
Cédric Cauderlier

### Module objective and content

This new module, rapidly evolving environment, it is not sufficient to produce standardized products for an entire group of customers anymore. Nowadays, consumers are not looking for normalized products but are in a constant quest to find solutions to the daily problems they face. Consumers are more and more demanding and ask for personalized solutions to their daily issues. Across the entire customer journey, marketers need to understand the different needs and habits of their customers and non-customers. What are their consumption habits? What are the problems they face in their day-to-day life? Businesses need to rethink their entire business models and develop their offerings by the needs they meet, rather than their product features. Modern marketers should find a way to solve their consumers' problems. In this module, participants will learn how to act to serve their customers and build solutions adapted to their different consumer segments.

### Teaching method

The format is based on interactive and active learning. Participants will have the opportunity to interact and participate to fun and collective exercises that will help them in designing an optimal solution for their clients.

### Your professor

**Cédric Cauderlier** is active in the digital industry since early 2000. Graduated from the Harvard Business School in digital strategy, he will share his expertise with the students. With a strong background as head of digital at Danone group, he is now lead digital strategist @ Mountainview agency helping companies integrate a digital mindset.

### Date

1 day in February 2024: Thursday 1

### Topics covered

- > The evolution of marketing from product to solution
- > The transformation of consumer habits and expectations
- > Understanding the new consumers across the entire customer journey (how to offer an optimal solution at each stage?)
- > Design thinking (AGILE vs waterfall)
- > Value (co-)creation



*"Thanks to this programme, I've developed important strategic skills directly applicable in my day-to-day job. Very practical courses taught by teachers with rich and concrete marketing experience helped me to reach the next step in my career!"*

**Alexis Mossay**

Digital Marketeer at Eloy Water

# MODULE 2

## From Product to Solution: DAY 2: An immersion day in the CX using Design Thinking



Professors :  
Cédric Cauderlier

### Module objective and content

During this module, you will experience practical digital Service Design. More concretely, you will use Design Thinking to delve into the hearts and minds of your target audience and ideate and prototype a new digital.

### Topics covered

#### • PRINCIPLES OF DESIGN THINKING

A **strategic process** with a focus on **human behavior** that uses tools from the design world.

##### > HUMAN CENTERED DESIGN

- Desirability: What do people desire?
- Viability: What can be financially viable and scalable?
- Feasibility: What is technically and organizationally feasible?

##### > DIVERGENCE AND CONVERGENCE

- « Double Diamond » approach
- Trust the « Messy Process »

#### • STEPS & PROCESS

##### > INTRODUCTION

Introduction to the challenge, describing the why, what, how.

##### > INSPIRATION

Lighting Demo's of best practices and great ideas that solve similar problems.

##### > IDEATION

- Sketching a concept, illustrate the idea.
- Vote for the best concept.

##### > FINALISATION

- Define the user test flow, the sequence of all important steps.

### What does the Covid crisis teach us about Design Thinking?

That the need for design of new digital services has never been so great. There are more and more opportunities in the market in this field: so here is a great opportunity to open up yourself to these methods.

### Teaching method

You will be immersed into the world of a Customer Experience. During this one-day module, you will learn how to run a 1-day Design Sprint that solve complex problems with a user centric approach.

A design sprint is a straightforward a highly effective method used for innovation and for optimizing common digital user experiences, no matter the size or scope

### Your professor

**Cédric Cauderlier:** Bio see page 11

### Date

1 day in February 2024: Tuesday 6

### KEY BENEFITS

- Understand the evolution of consumer habits in a digital world
- Methodology to identify strategic insights for your business and communication
- How to sort insights and define key project to setup for your communication
- A practical approach to setup ambitious digital and marketing projects

# MODULE 3

## From Place to **A**cces: How to successfully convert your (potential) customers into buyers?



Professor :  
**Virginie Bruneau**

### Module objective and content

With the digitalization and the global pandemic caused by COVID-19, consumers' purchasing habits have evolved and marketers need to rethink their distribution strategies. Many brands with no online presence were forced to build a digital retailing strategy to survive. The digitalization of retail has accelerated.

### Day 1: Omni-channel strategies

Consumers are now, more than ever, "Omni-channel" in their outlook and behaviour - they use both online and offline channels for shopping. Across their purchasing journey, consumers are in touch with many different channels and communication forms, both online and offline. Managers need to provide a seamless experience across all channels to attract and retain consumers. Physical retail will never go back to how it was before. Retailers must rethink their stores and offer the most possible value across all channels and touchpoints. Performance through all channels needs to be optimized.

### Day 2: E-commerce, IT & Marketing

E-commerce is growing impressively. Retailers and brands have no other choice than selling online through their own website or marketplaces. To be successful online, it is decisive to have a performant e-commerce strategy. Brands and retailers should build a website that maximizes customer experience and make sure they are relevant enough in their choices with marketplaces. To reach out to modern customers, traditional websites are no longer sufficient. New technologies are used to provide customers with great experiences. IT is required to succeed with actual marketing strategies.

### Teaching method

The format is based on active learning. In order to put the theory into practice, managerial experts will be invited. Moreover, students will have the opportunity to develop their own omni-channel & e-commerce strategy and be coached on their project.

### Your professor

**Virginie Bruneau** has previously worked as a product manager at L'Oréal Belgilux and holds a PhD in Economics and Management Sciences from the Université catholique de Louvain. She is currently a full-time professor at the Solvay Brussels School of Economics and Management. Her main research interests include relationship marketing, customer loyalty and customer engagement. She has published academic papers in international journals such as the Journal of Business Research and has presented her research at international conferences including the Academy of Marketing Sciences Word Congress, the European Marketing Academy annual conference and the annual congress of the Association Française de Marketing.

### Date

2 days in March 2024: Tuesday 16 and Thursday 18

### KEY BENEFITS

- Understand e-commerce and the different (distribution) channels
- Understand shopper behavior across channels
- Know how to build a successful e-commerce strategy
- Know how to build a seamless experience to their customers by developing an effective Omni-channel strategy and using new technologies.

# MODULE 4

## Value: focus on your value tag instead of price tag



Professor :  
Sandra Rothenberger

### Module objective and content

"Price is what you pay. Value is what you get" (Warren Buffet)

But how do you set the right price in Marketing 4.0? By stating the benefits relative to the price (value tag) rather than placing the emphasis on the link between price and production costs, profit margins or price of the competition (price tag). Therefore understanding the value pricing thermometer is key: how to increase your target customer's willingness to pay by optimizing your margin without losing market share. This module gives you a clear vision and approach of how to monetize value. You will learn how to apply and implement your pricing strategy in the "S.A.V.E.D." strategy and in the context of "value". S.A.V.E.D. is the centerpiece of a new solution-price-sale strategy in Marketing 4.0.

### Teaching method

The course is built on action learning methods. Besides **reading assignments**, the course is based on **case studies** illustrating the complexities of real pricing issues and invites students to apply their ideas in practical problem solving, as well as attending lectures by **guest speakers**.

### Your professor

**Dr. Sandra Rothenberger** has been actively engaged in the scientific and academic fields since 2001. With a focus on Strategic Marketing, specifically Strategic Pricing and Consumer Behavior, she has built an extensive international research network and teaching background. Currently, she chairs the research unit of Strategy, Governance, Marketing, and Innovation at the Solvay Brussels School of Economics & Management. Alongside her academic work, she brings valuable business and industry experience, consulting for small and medium-sized companies and serving on supervisory boards of European multinational corporations. Dr. Rothenberger emphasizes the integration of theory and practice, collaborating closely with practitioners to enhance her research and teaching approach.

Guest Speakers: PricingPact Laurent-David Hostyn (CEO) is going to highlight you on: "Improve your revenue and profitability with better pricing. It's time to stop playing guessing games. Gain the visibility to make the right price changes."

### Topics covered

#### DAY 1

Rethinking (not re-inventing) the fundamentals of Marketing, and Pricing Strategy in particular (pricing concepts): we will first set the stage for pricing, look at the different perspectives and approaches in pricing, will do an analysis of the pricing process and understand the importance of value in price. Is the pricing process one of your core competencies?

#### DAY 2

How to price the product around the price and how to price the price around the product (pricing tool box): next to existing pricing strategies and tactics there is a plethora of other core innovative pricing strategies and tactics. We will discuss and reflect on them in order to understand that pricing innovation can become your next competitive alternative!

### Dates

2 days in April 2024: Monday 15 and Tuesday 16

### KEY BENEFITS

- Think strategically about pricing through Case Study approach
- Being able to capture, (co-)create and sustain customer value in a pricing context
- Use key frameworks and tools to analyze situations and make decisions
- Understand how to develop and execute "outside the box" pricing strategies.

# MODULE 5

## Digital Communication From Promotion to Education Entertainment & Engagement - Communication Strategy and Tactical Tools



Professor :  
Hugues Rey

### Module objective and content

Exploitation of digital opportunities for brands to communicate their values and offers has substantially changed the formats and content made available to customers. The distinction between online and offline communication channels definitely belongs to a bygone era. So, let's value the convergence and the active role of the customer.

In this module, you will better understand how to provide information relevant to customers' specific needs at each point in the purchase cycle. Should marketing and communication strategies still rely on PR, advertising, and personal sales to cover the field? This module shows you how to set up a communication strategy. We cover planning the Paid, Shared, Owned and Earned concept. You will also deepen your knowledge of different aspects of trading, performance and searches. Be prepared to learn a lot about Programmatic and Native Advertising, DM & CRM, Social - Adressable - Shoppable Media, etc.

In this module we will consider the following in the context of a digital world:

- How to build a communication strategy and organize the communications channels (model: Owned Shared Earned Paid).
- How to make the consumer central and prepare his or her pathway to acquisition and use of products and brands (Consumer Decision Journey)

And we will cover other points such as:

- Trading and programmatic buying - new business models for media investment
- The use of performance channels (SEA, SEO, Affiliate, etc.) - The use of mobile networks/devices and geolocation
- Social networks - Native and content advertising
- The establishment of goals, a Key Performance Index and the associated benchmarks, and ways to measure performance
- The complementarity between the different communication channels
- Traditional Media digitalization: TV, Radio & Out-of-Home
- Shoppable Media & Market Places

### Teaching method

Participants can expect to meet a wide range of high-quality practitioners from the world of communications. The module will include many examples and case studies.

### Topics covered

#### DAY 1

#### Communication Basic, Challenge, Methodology & Storytelling

- **Hugues Rey (Havas Media Group Belgium)**
  - > Meaningful Communication
  - > OSEP and savEEE
  - > Media Experience
  - > Currencies - on vs off / KPI in funnel
  - > Introduction to the "B.A.S.T.A.R.D" methodology
- **Danny Devriendt (IPG Dynamic)**
  - > Digital Communication, storytelling and techno innovation

#### DAY 2

#### Programmatic, Performance, Market Place and Shoppable Media infused by data

- **Hubert de Cartier (Universem)**
  - > Performance: SEA, SEO and much more
- **Jonathan Lannoy (Keytrade Bank Belgium)**
  - > Programmatic & Data
- **Carla Mouchbahani (Havas Market)**
  - > Market Places & Shoppable Media

## Your professor

**Hugues Rey** is a Commercial Engineer from the Solvay Brussels School of Economics and Management (ULB) (1992). He currently holds the position of CEO at Havas Media Group Belux. Previously, he held positions of Managing Director of FastBridge (2000 – 2006), Digital Director Europe Middle-East Africa at Initiative (IPG) (2006 – 2008) and Chief Strategy and Digital Officer at Mediabrands Belgium (2008 – 2010). He is a Marketing and Communication Teacher at Solvay Brussels School of Economics and Management. Hugues is also Chairman of the board of the Belgian Management and Marketing Association and, since 2021, Chairman of the board the UMA Belgium (United Media Agencies); In the past, he was President of the CIM TV Commission, Internet Commission and CIM Pluri-media Study Committee. He is a founding father of the Interactive Advertising Bureau Belgium (IAB). He was awarded a Life-Time Achievement Award at the IAB Mixx Awards 2010. He has 30 years' experience in media agency development through digital & data infusion

## Dates

5 days in May 2024: Tuesday 14, Thursday 16, Saturday 18, Tuesday 28 and Thursday 30

## KEY BENEFITS

- Discover, understand and use a duplicable methodology for all communication issues
- cover all aspects of digital communication through the sharing of specialists active in the specific sector
- be enlightened by more than 30 detailed and documented cases
- Validate the understanding through a one-day real-life exercise

## DAY 3

### Social Media, Influencer, Marketing automation/Precision Marketing

- **Véronique Deconinck (Pepsico Benelux) & Bastien Glineur**
  - > Introduction to social média / Landscape
  - > Social mediaplanning / targetting opportunities / kpi + exercice
  - > Créative cases
- **Boris Kaisin (BeInfluence)**
  - > Influencer marketing
- **Kevin Kielbaey (LiveRamp)**
  - > Marketing automation/Precision Marketing

## DAY 4

### Customer Centric Communication: CRM & CDP, Direct Marketing - Media Digitalization, Adressability

- **Florent Diverchy (ProduPress)**
  - > Direct Marketing, CRM & CDP
- **Valérie Janssens (RMB)**
  - > From TV to OLV, From Radio to OLA, Adressable TV - infused by Data
- **Philippe Buyle (JcDecaux)**
  - > D(OOH) - Adressable / Programmatic / Data

## DAY 5

### Communication in Practice / use B.A.S.T.A.R.D model

- **Hugues Rey (Havas Media Group Belgium)**
  - Digital communication strategy integration in action
    - > Briefing
    - > Analysis: Culture - Competition - Consumer - Brand / PESTLE & SWOT
    - > Strategic: Objectives / KPI's /
    - > Touchpoints & Targeting: Methods/Selection grids of the channels
    - > Advertising Content
    - > Return on Investment / Return on Advertising Spend - Efficiency vs Effectiveness
    - > Debriefing - Media Marketing Modelisation & Reporting

# MODULE 6

## Master the fundamentals of (Generative A.I. for marketing, now and in the future



Professor :  
**Hugues Rey**

### Module objective and content

**Marketing and new technologies with a focus on (Generative) A.I.: Understanding the effect of (Generative) A.I. on short-, medium- and long-term trends. How to distinguish the "hype" from the structural change? Concrete examples of Artificial Intelligence.**

Technology development and marketing under the scope of artificial intelligence: what is the present reality and what does the future hold? This module provides a forward look at the influence of technology evolution, and the issues and opportunities for society, industry, and marketing.

According to Mailchimp (2023), 50% of marketers believe inadequate AI adoption is holding them back from achieving their goals and 88% of marketers believe their organization must increase its use of automation and AI to meet customer expectations and stay competitive. At the same time, 61% of marketers have used AI in their marketing activities and 44 % have used AI for content production. (Source: The influencer Hub)

In the first part of this module, after an introduction about innovation Hype and the basics of A.I., Hugues Rey will put the development of A.I. for marketing in perspective. He will outline the successes and failures of the marketing industry and look at the opportunities and challenges of today & tomorrow.

In the second part of this module, a guest speaker will bring you face to face with the reality of A.I. today through real-life cases and the use of tools made available by the industry.

### Teaching method

The course will comprise theory, cases, sharing of best practices.

### Your professor

**Hugues Rey:** Bio see page 16

### Date

1 day in June 2024: Saturday 1

### Topics covered

- > Major developments in Marketing and Perception of AI
- > AI & SAVEEE - How AI upsets the 4P's / A.I. and the new consumer journey/ What will be my next Job in Marketing?
- > AI and Media Consumption
- > Practical Example and Exercises using Generative A.I. Tools

### KEY BENEFITS

- learn through a methodology to estimate the essential changes and the technological hype
- understand the fundamentals of artificial intelligence
- challenge the marketing mix and the consumer journey via emerging technologies - Illustrated by numerous real-life cases
- carry out exercises using the tools offered by Generative A.I. in the areas of targeting, content production, keyword research and information synthesis

# MODULE 7

## Data science for marketing



Professor :  
**Martine George**

### Module objective and content

These last months of pandemics have shown us the importance of data and their interpretation. In marketing and for a long time, the amount of data produced by prospects and customers engaging with marketing channels provides new opportunities for marketers to leverage more effective, targeted and personalized campaigns, track customer journeys, improve customer segmentation and predict their behavior.

The Data Science for Marketing module will teach participants about the fundamental concepts and tools in data science that equip marketers to make use of these new opportunities effectively. This module presents a set of fundamental principles for extracting useful knowledge from data. These fundamental principles are the foundation for many algorithms and techniques for marketing data science, but also underlie the processes and methods for approaching marketing problems data-analytically, evaluating particular marketing data science solutions, and evaluating general marketing plans.

### Topics covered

- **Data Analytical thinking**

This morning session will introduce the basic concepts of data science, data mining, the importance of understanding data science, as well as data engineering and processing, big data, data-driven decision-making and data maturity. It will also help to familiarize the participants with various marketing applications and uses of data science.

- **From Marketing Problems to Data Science Solutions**

This lecture will help the participants to view marketing problems from a data-analytic perspective. This will include data terminology, data mining tasks, models and process. Each topic will be supported by a balance between theoretical concepts and practical exercises.

### KEY BENEFITS

- Approach Marketing problems data-analytically
  - Think carefully & systematically about whether & how data can improve business performance (strategic & tactical)
- Be able to interact competently on the topic of data sciences for marketing purposes
  - Discuss marketing data science intelligently with data scientists and other stakeholder
  - Participate effectively in marketing data science projects.

### Teaching method

The class meetings will be a combination of lectures on the fundamental material, discussions of marketing applications of the ideas and techniques, case discussions, and participant exercises.

### Your professor

**Martine George** holds an MBA, a PhD in physical sciences from University Libre de Bruxelles and executive education credentials in Marketing and Leadership from the Wharton School, PA, US and IMD, Lausanne. She has over 30 years of professional experience, including 15 years spent developing marketing analytics and customer intelligence teams within large organizations from different industries (Telco, logistics, and financial services). Martine is Professor of Management Practice at Solvay Brussel School of Economics & Management where she teaches Data Science in Master Programs and leads the Executive Program in Business Analytics. She is Founder and Managing Director of MGHolistic SPRL, a company that focuses on leadership development coaching, transformational changes and innovative training for individuals, teams and organizations. She is also ICF Professional Certified Coach and has a long experience in developing experts and knowledge workers in large and small companies of different industries.

### Date

1 day in June 2024: Tuesday 11

# MODULE 8

## Marketing Research



Professor :  
**Virginie Bruneau**

### Module objective and content

Marketing Research constitutes one of the most important and fascinating facets of marketing. Providing value and understanding consumers is key. Marketing research is the predominant tool to learn in depth about what your consumers think and value. It allows managers to know which consumers they want to target, and where and how they can reach them. Conducting proper research will lower business risks and help managers to set better goals for their business. In these turbulent COVID times, purchase behaviour has changed rapidly, and consumers' attitudes have evolved. Companies need to keep contact with their consumers and monitor the evolution their attitudes. The objective of this module is to provide a better understanding of how marketing research works. More precisely, students will learn how to design a marketing research strategy, considering the new constraints due the COVID-19 pandemic, and translate the results into useful insights for their marketing plan.

### Teaching method

The format is based on active learning. In order to put the theory into practice, students will have the opportunity to develop their own marketing research plan and be coached through their project.

### Your professor

**Virginie Bruneau:** Bio see page 13

### Date

1 day in June 2024: Thursday 13



*"I would definitely recommend entrepreneurs to submit their project or company to this Hackaton challenge. Having such experienced and business-minded people to have an external look at your company and provide insights at such a level is a great opportunity. Takeaways which we got were very practical, tangible and impactful. Some of them have been implemented in our operations."*

**Nicolas Casula**

Founder & Manager, itinari

### KEY BENEFITS

- Be able to build an accurate research plan.
- Have learned how to implement qualitative research & common business practices in qualitative marketing research.
- Have learned to design effective quantitative research & how to make a survey targeted to their audience.
- Be competent in understanding marketing research results, synthesizing findings and proposing insights.

Turn theory into practice

# MODULE 9

## Marketing Hackathon



Professor :  
**Hugues Rey**

### Module objective and content

#### How to develop a global marketing strategy in a digital world

You only get only 48 hours, but for doing what?

You will have to develop a global marketing strategy in a digital world.

A 'serious' game will challenge you to present a comprehensive digital marketing strategy based on the teaching indeed 8 modules.

When you leave us, after these two intensive days, you will be able to imagine, create, activate and test a full force communication campaign based on an effective digital marketing strategy. Digital marketing and communication in today's world will hold no more secrets from you, because you will be a powerhouse of digital marketing knowledge from the moment you finish this module.

That is our pledge.

### Teaching method

This module is based on active learning. You will develop your own global marketing strategy in a digital world.

### KEY BENEFITS

- Use the concepts taught during the 18-day course on a real case
- Move from theory to practice while being coached and challenged
- Conclude this education program in a committed and friendly manner
- Receive feedback from a jury of professionals

### Topics covered

- > Conceiving your marketing and communication strategy
- > Creating and activating your communication campaign
- > Testing your marketing and communication strategy

### Your professor

**Hugues Rey**  
Bio see page 16

### Dates

2 days in June 2024: Friday 21 and Saturday 22



*Om een beter begrip te krijgen van de krachten die spelen in een digitaliserende markt besloot ik de opleiding Executive Master in Digital Marketing & Communications aan Solvay te volgen. Deze cursus loste de verwachtingen in en ik ben ervan overtuigd dat ik heel wat beter gewapend ben voor de toekomst, zowel binnen als buiten de mediasector.*

**Dieter De Beus**

Oprichter Ace1700 Tennis & Padel

# Practical information

## ACADEMIC YEAR 2024



### DURATION

17 days from January 2024 to June 2024



### SCHEDULE

Day courses from 9 a.m. to 5.30 p.m.



### LANGUAGE

English



### LOCATION

Solvay Brussels School (ULB Solbosch campus)  
Av. F.D. Roosevelt 42, 1050 Brussels



### PRICE

€ 7700 – ex. VAT. Early Bird (Valid until December 23, 2023) : € 6500 (-15%)

More information and application form on:  
[www.solvay.edu/digital-marketing](http://www.solvay.edu/digital-marketing)

## FOR FURTHER INFORMATION PLEASE CONTACT

### THIERRY ANTOINE, COORDINATOR

Solvay Brussels School of Economics and Management, ULB  
Avenue Franklin Roosevelt, 42 (R42) - CP 114/01  
1050 Brussels  
Email: [thierry.antoine@ulb.be](mailto:thierry.antoine@ulb.be) - Tel.: +32 2 650 41 45

### PHILIPPE BILTIAU, ACADEMIC DIRECTOR

Solvay Brussels School of Economics and Management, ULB  
Avenue Franklin Roosevelt, 42 (R42) - CP 114/01  
1050 Brussels  
Email: [philippe.biltiau@ulb.be](mailto:philippe.biltiau@ulb.be)