

# Executive Master in Digital Marketing and Communication





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# Executive Master in Digital Marketing and Communication

We don't know if anything will ever be the same again.

In any case, we've got to be prepared for a lot of changes.

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 be done differently.

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

19 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.

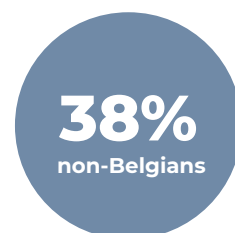
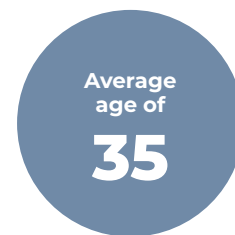
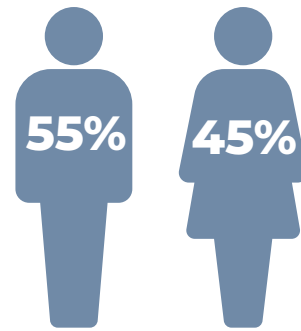
## Key outcomes of the program:

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

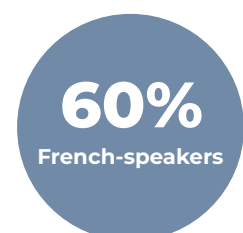
1. Master the fundamentals in marketing and build a **digital** marketing strategy that creates value for your company and society, now and in the future.
2. Make a difference with your S.A.V.E. strategy and generate a **digital** customer-centric marketing and communication plan that will build an engaged 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 post-COVID 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.

### Master the fundamentals of marketing, now and in the future

- (Re)discover the fundamentals of marketing and reinforce your skills to maximize value (module 1)
- Look at the influence of technology, its issues and opportunities for society and marketing. What does the future of marketing hold? (module 2)

### 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 (module 3). Look at a digital agency from the inside and learn how to use design thinking to create your solution (module 4).
- **A**(ccess): get in contact your customers at every touchpoint and develop your own omnichannel strategy (module 5).
- **V**(alue): learn how to set the right price in Marketing 4.0 by focusing on value-based pricing (module 6).
- **E**(ducation, experience,...): learn how to exploit efficiently digital tools to build a meaningful, consumer-centric communication strategy along the entire consumer journey (module 7).

### Become an expert in marketing data

- Understand in depth how to learn about what your consumers think and value (module 8)
- Be able to interact competently on the topic of data sciences for marketing purposes (module 9)

### 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 10)!

# The program content

Warning regarding the dates in case of impossibility to do face-to-face sessions before September 2021.

In that case:

- a) The dates of modules 1, 2, 3 and 5 will be maintained, but the courses will be given in virtual sessions.
- b) Module 4 (which **has** to take place in a face-to-face session) would be directly rescheduled to a date in **September**.

		MAY	JUNE
<b>MASTER THE FUNDAMENTALS OF MARKETING, NOW AND IN THE FUTURE</b>	<b>MODULE 1<sup>a)</sup></b> (Re)discover the fundamentals of marketing	Thursday 6 and Friday 7 <b>2 DAYS</b>	
	<b>MODULE 2<sup>a)</sup></b> Vision 2025... Marketing and artificial intelligence	Tuesday 18 <b>1 DAY</b>	
<b>MAKE A DIFFERENCE WITH YOUR S.A.V.E. STRATEGY</b>	<b>MODULE 3<sup>a)</sup></b> From Product to <b>S</b> olution:		Tuesday 8 <b>1 DAY</b>
	<b>MODULE 4<sup>b)</sup></b> An immersion in a digital agency		Thursday 10 <b>1 DAY</b>
	<b>MODULE 5<sup>a)</sup></b> <b>A</b> cces: Omni-channel strategies		Saturday 12 <b>1 DAY</b>
	<b>MODULE 6</b> <b>V</b> alue: focus on your value tag instead of price tag		
	<b>MODULE 7</b> <b>E</b> ducation: Digital Communication		
<b>BECOME AN EXPERT IN MARKETING DATA</b>	<b>MODULE 8</b> Marketing research		
	<b>MODULE 9</b> Data Science for marketing		
<b>TURN THEORY INTO PRACTICE</b>	<b>MODULE 10</b> Marketing Hackathon		



## TYPICAL DAY

8:30 a.m. - welcome with coffee  
 9:00 a.m. - course  
 10:30/11:00 a.m. - coffee break  
 12:30 p.m. - lunch

1:30 p.m. - course  
 3:00 p.m. - coffee break  
 3:30 p.m. - course  
 5:30 p.m. - end of the day

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
Tuesday 14 <b>1 DAY</b>				
Thursday 16 and Saturday 18 <b>2 DAYS</b>				
	Tuesday 12 Thursday 14 and Saturday 16 <b>3 DAYS</b>	Tuesday 16 and Thursday 18 <b>2 DAYS</b>		
		Saturday 20 <b>1 DAY</b>		
			Saturday 4, Tuesday 7 and Wednesday 8 <b>3 DAYS</b>	
				Friday 21 and Saturday 22 <b>2 DAYS</b>



# MODULE 1

## (Re)discover The fundamentals of marketing

Professor : **Jean-Pierre Aerts**

### Module objective and content

In this first module, you will (re)discover the fundamentals of marketing and reinforce your skills to maximize value.

Building on simple methods and concepts, you will boost your strategic and creative talent, so that you will stand out and delight both your clients and your organization.

Leveraging segmentation, targeting and positioning in an increasingly digital world, you will explore 'Design Thinking' and develop 'Blue Ocean' value propositions that take into account the new ways of living both at work and at home.

### Teaching method

The module is based on interactive lectures, pre-readings and case studies.

### Your professor

**Jean-Pierre Aerts** is Programme Director at Solvay Brussels School and conducts numerous seminars at international levels. Building on his thirty years of experience, Jean-Pierre trains and coaches managers and boards of directors. His areas of expertise include the formulation and deployment of strategies, marketing, sales, and changing management and leadership. He holds an MBA from Cornell University (NY State) as well as degrees in Law and Business Administration.

### Dates

2 days in May: Thursday 6 and Friday 7

### Topics covered

#### DAY 1

- > Principles of Value-Focused Marketing
- > The 4 V's Methodology to build a Profitable Ecosystem
- > Market Intelligence (External / Internal Environments)
- > Customer Centricity – Customer Insights – Needs' Discovery
- > Segmentation – Targeting

#### DAY 2

- > Customer Experience
- > Management Innovative Value Propositions
- > Positioning – USP
- > Brand Equity – Branding - Brand Architecture
- > Communication – Media – Promotion



*“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

# MODULE 2

## Vision 2025... Marketing and artificial intelligence

Professors : **Hugues Bersini & Hugues Rey**

### Module objective and content

Technology development and marketing: 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 the Economist Intelligence Unit (EIU), 86% of marketers believe that they will manage the whole customer experience by 2020. For the great majority of managers questioned – mobile, personalisation and the IoT will be among the technologies that will impact marketing organisations the most in the near future. The mutation of marketing has had far-reaching effects over the last 20 years. Digitalisation combined with personalisation, born from the control of data, has totally transformed the marketing approach.

In the first part of this module, Hugues Bersini will give us his vision on the influence of technology development in the next ten years. Issues which could be addressed

include the following : When will a robot become a living being or capable of conscious thought? Will neuron transplants be possible one day and will they affect our subjective experience? Can we give software the ultimate decision to start a nuclear war? Will we ever see the day when permission to smoke in a restaurant will be negotiated between people on the principle of polluter-payer? What do experimental economic experiences that economics students engage in, tell us about human nature?

In the second part of this module, Hugues Rey will put this development in perspective. He will outline the successes and failures of the profession, and look at the opportunities and challenges of tomorrow...

### Teaching method

The course will comprise theory, cases, sharing of best-practices and an external speaker.



## Topics covered

- > Major developments in Marketing and Perception of AI
- > Computing 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

## Your professors

**Hugues Bersini** has an MS degree (1983) and a Ph.D. in engineering (1989) both from Université Libre de Bruxelles (ULB). In 1987, he became member of the IRIDIA laboratory (the AI laboratory of ULB). He is now heading this same lab with Marco Dorigo. Since 1992, he has held an assistant professor position at ULB and he has now become full professor, teaching computer science, Web technology, business intelligence, programming and AI. Over the last 20 years, he has published about 300 papers on his research work which covers the domains of cognitive sciences, AI for process control, connectionism, fuzzy control, lazy learning for modelling and control, reinforcement learning, biological networks, the use of neural nets for medical applications, frustration in complex systems, chaos, computational chemistry, object-oriented technologies, immune engineering and epistemology. He is consultant for companies in OO, Data-Mining technologies and Business Intelligence.

**Hugues Rey** is a Commercial Engineer from the Solvay Brussels School of Economics and Management (ULB). He currently holds the position of CEO at Havas Media Group Belux. Previously, he held positions as Managing Director of FastBridge (IPG) and Digital Director Initiative Europe Middle-East Africa. He is a Marketing and Communication Teacher at Solvay Brussels School of Economics and Management. Hugues is Chairman of the board of the Belgian Management and Marketing Association. He is a member of the Board of CIM (Centre d'Information sur les Media) and UMA (United Media Agencies); President of CIM Pluri-media Study Committee. In the past, he was President of the CIM TV and Internet Commission as well as President and Founder of Interactive Advertising Bureau. He was awarded a Life-Time Achievement Award at the IAB Mixx Awards 2010. He has 25 years' experience in media agency development through digital & data infusion.

## Date

1 day in May: Tuesday 18



# MODULE 3

## From Product to Solution:

Professors : **Virginie Bruneau & Cédric Cauderlier**

### Module objective and content

In this new, 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 professors

**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 World Congress, the European Marketing Academy annual conference and the annual congress of the Association Française de Marketing.

### 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

**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 June: Tuesday 8



*"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 4

## An immersion day in the CX department of a communication agency using Design Thinking

Professor : **Juan Vanhufflen**

### Module objective and content

During this module, you will get to know the Customer Experience division of a communication agency from the inside.

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 experience.

### 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 CX agency. During this one-day module, you will learn how to run a design sprint to 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

**Juan Vanhufflen** holds a Master in Business Engineering, Solvay Brussels School Economics & Management. He is a ULB.Partner. He has more than 25 years of experience in communication agencies in Brussels (Garbarski RSCG, Young & Rubicam, McCann-Erickson, Havas) and Paris (Young & Rubicam).

### Dates

1 day in June or September: Thursday June 10 or Tuesday September 14

### Topics covered

#### • PRINCIPLES OF DESIGN THINKING

##### > HUMAN CENTERED DESIGN

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

##### > DIVERGENCE AND CONVERGENCE

##### > DESIGN IS PARTICIPATORY

##### > CREATING & ITERATING, ITERATING, ITERATING, etc.

#### • HOW DESIGN THINKING RELATES TO SERVICE DESIGN

- > Brand experience: The product of all Interactions between a customer and an organisation
- > Service design applies design thinking to orchestrate all front-end and back office interactions that might impact the brand experience.

#### • STEPS & PROCESS

- > Expert interview
- > Setting a goal & sprint questions
- > Map & target
- > Lighting demos
- > Note taking
- > 3 step concept
- > Heat map voting + presentation

# MODULE 5

## Acces: Omni-channel strategies

Professor : **Virginie Bruneau**

### Module objective and content

With 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 COVID-19 crisis has accelerated the digitalization of retail. 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. The objective of this module is to provide students with a customer-focused framework of methods that can be used to build a successful Omni-Channel strategy.

### Teaching method

The format is based on active learning. In order to put the theory into practice, students will have the

### Topics covered

- > Understand the different channels
- > The « post-COVID » retailing landscape
- > Understanding shopper behaviour across channels
- > Providing a seamless experience to your customers by developing an effective Omni-channel strategy

opportunity to develop their own omni-channel strategy and be coached on their project.

### Your professor

**Virginie Bruneau**

Bio: see module 3

### Date

1 day in June: Saturday 12



# MODULE 6

## 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). 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 of how to create a healthy balance between price and value in Marketing 4.0. You will learn how to incorporate 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 active since 2001 in the scientific and academic fields. Since she started her Ph.D. in 2011 she has been focusing her research and teaching on Strategic Marketing, mainly in the areas of Strategic Pricing and Consumer Behaviour. She has an international research network and teaching background with various European, American, and Asian universities and business schools. She is currently chairing the research unit of Strategy, Governance, Marketing, and Innovation at the Solvay Brussels School of Economics & Management. Her business and industry experience includes consultancy of small and medium sized companies as well as supervisory board activities in European multinational corporations.

### Dates

2 days in September: Thursday 16 and Saturday 18

### Topics covered

#### DAY 1

- > Rethinking the fundamentals of Marketing, and Pricing Strategy in particular
- > Making the transition successful by using the S.A.V.E.D. strategy
- > Focusing on Value rather than Price

#### DAY 2

- > Making price a strength again
- > Extracting more value and profit – Monetizing value
- > The behavioural/psychological aspects involved in establishing the price
- > Consumer acceptance of the price and their willingness to pay



*"In her course, Sandra Rothenberger enthusiastically explains the new pricing strategies, drawing upon many contemporary business cases and practical examples. This greatly expanded my understanding of how to set a price and its impact on profits and customer satisfaction."*

**Serge Tavitian**  
Marketing, RTBF



# MODULE 7

## Education: 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-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, PR, 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 & Out-of-Home

#### 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

#### Digital communication tools : basic concepts and KPI's

- **Cédric Cauderlier (Mountainview)**
  - > Digital Landscape (Belgian vs. Global)
  - > Vocabulary, issues and basic concept for Digital Marketing
  - > Vocabulary, issues and concept for Digital communication
- **Gaëtan Godart (Programmads)**
  - > Campaign measuring tools (Quanti, Quali, Impact, etc.)
  - > Sites measuring tools
  - > Campaign dissemination tools (ad server)
  - > Understanding the issues of Google Analytics, Adobe, etc.

##### DAY 2

#### Programmatic communications

- **Benoit Michielsens (Roots):**
  - > Traditional vs. Programmatic
  - > Technology (DSP, DMP, SSP, etc.)
  - > Using data in purchasing policies
  - > Transparency
- **Nicolas Debray (Noukies):**
  - > SEA / SEO / Referencing
  - > Links to programmatic communications

## Your professor

### Hugues Rey

Bio: see module 2

## Dates

5 days in October and November

3 days in October: Tuesday 12 Thursday 14 and Saturday 16

2 days in November: Tuesday 16 and Thursday 18



*I recommend this course to anyone who wants to learn how communication and marketing will evolve in coming years, or are already evolving. The training is very varied, each "prof" is more than just a teacher; they are hands-on types of men and women who have very varied experiences within different companies.*

### Alexandra Fischer

Project Manager, Shake

## DAY 3

### Social Media, Content Marketing & Influencers

- **Mathias Beke (Havas Media Belgium) & Véronique Deconinck (Pepsico Benelux)**
  - > Social Media
- **Danny Devriendt (IPG Dynamic)**
  - > Content Strategy & Influencers

## DAY 4

### Digitalization of the traditional channels of communication

- **Yann Balbaert (Air)**
  - > Digital Direct Marketing / Introduction to e-CRM / Marketing automation
- **Gauthier Piret (Gotrace)**
  - > TV Evolution vs. OLV
- **Philippe Buyle (JcDecaux Belgium)**
  - > Digital OOH

## DAY 5

### Create your communication strategy

- **Hugues Rey (Havas Media Belgium)**
  - Digital communication strategy integration in action**
    - > Briefing
    - > Objectives / Growth drivers / KPIs
    - > Strategic canvas (CDJ in OSEP + Blueprint) and Big Idea
    - > Methods/Selection grids of the channels
    - > Optimization
    - > Creative items for attention

# 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

Bio see module 3

### Date

1 day in November: Saturday 20

### Topics covered

- > Building an accurate research plan
- > How to implement qualitative research?  
Common business practices in qualitative marketing research
- > Designing effective quantitative research. How to make a survey targeted to your audience?
- > Analysing marketing research results, synthesising findings and proposing insights.



# MODULE 9

## 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 behaviour.

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.

At the end of this module, the participants will be able to:

- 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 stakeholders,
  - Better understand proposals for marketing data science
- 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, guest lectures from practitioners, case discussions, and participant exercises.

### Topics covered

#### DAY 1

##### • Data Analytical thinking

This first lecture 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, data-science-capability as a strategic asset and the data scientist as a new role. 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.

## DAY 2

- **Data Gathering & Experiments**

This lecture will explore how to gather data, how to design experiments and evaluate them in Marketing contexts.

- **Descriptive Analytics**

This lecture will explore data visualization & descriptive analytics tasks such as clustering, association analysis, and profiling, in different marketing contexts (segmentation and cross-selling,). The main principles will be presented and illustrated using real applications.

- **Guest speaker on Descriptive Analytics**

An invited speaker will come and talk about the way to use descriptive analytics in an FMCG marketing context, and how to develop a culture of evidence-based marketing.

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## DAY 3

- **Predictive Analytics**

This lecture will explore regression and classification models in different marketing contexts (targeted and personalized campaigns, etc.), through the customer life cycle. The main principles will be presented and illustrated by real applications combining data, methodologies and algorithms. This lecture will also explain how to evaluate the performance of response, cross-selling and attrition models and will define and illustrate the underlying metrics.

- **Text Mining**

This lecture will explore how to manage unstructured data such as text and will provide the participant with an introduction to text mining in Marketing.

- **Guest speaker on Predictive Analytics**

An invited speaker will come and talk about the way to develop and use predictive modelling in concrete marketing projects in different industries.

- **Conclusion and Evaluation**

The day will end with an open discussion on the participants' learnings and on an evaluation of the 3 days.

## 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.

## Dates

3 days in December: Saturday 4, Tuesday 7 and Wednesday 8

# MODULE 10

## 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.

### Your professor

**Hugues Rey**

Bio: see module 2

### Dates

2 days in January: Friday 21 and Saturday 22

### Topics covered

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



*"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



# Practical information

## ACADEMIC YEAR 2021



### DURATION

19 days from May 2021 to January 2022



### SCHEDULE

Day courses from 9 a.m. to 6 p.m.



### LANGUAGE

English



### LOCATION

Solvay Brussels School (ULB Solbosch campus) Av.  
F.D. Roosevelt 42, 1050 Brussels (except for module 6)



### PRICE

€6.950 ex. VAT. Registration, tuition, and catering included.

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

## FOR FURTHER INFORMATION PLEASE CONTACT

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