SELF PROGRAM 2025/2026

Digital Marketing & AI Tools

Shadi KREIDLY

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Course information

Number of credits : 6 credits

Contact hours : 30 hours

Hours taught per week : 2,5 hours or 3 hours

Teaching period : Spring Semester 2025

Course description :

This course explores the fundamentals of digital marketing, from content strategy to online advertising, with a special focus on the integration of artificial intelligence tools. Students will learn how to use generative AI to create content, automate campaigns, optimize SEO/SEA, and personalize customer experiences. A key part of the course will be dedicated to prompt engineering— the art of crafting effective instructions to generate relevant outputs using AI tools such as ChatGPT, Jasper, or Notion AI.

Prerequisites:

No specific technical prerequisites are required, but familiarity with basic marketing principles is recommended.

Course objectives:

- Understand the channels and key levers of digital marketing.
- Apply the SOSTAC model for strategic planning.
- Effectively use AI tools in key areas (SEO, advertising, branding, e-commerce).
- Master prompt engineering to generate relevant and coherent content.
- Develop an integrated digital strategy based on real KPIs.

Assessment:

- 50% Final presentation of the digital strategy (group project) + detailed report
- 40% In-class activities (individual assessment): Quizzes, Projects, Case Studies, Blogs, SEO, Advertising, AI Tools
- 10% Participation and attendance

Attendance:

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) <u>unexcused</u> absences will be allowed; otherwise no mark will be given. An unexcused absence at a test (final test or continuous assessment) means no credits for the course.

Bibliography:

- Chaffey, D. & Ellis-Chadwick, F. (2022). *Digital Marketing*, Pearson
- Ryan, D. (2016). *Understanding Digital Marketing*, Kogan Page
- Supports de cours et ressources numériques fournis par l'enseignant (PDF, vidéos, tutoriels IA, etc.)