



SELF PROGRAM 2025/2026

Digital Marketing & AI Tools

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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.

Session	Main Theme	Content (Simplified – Based on PPT)	AI Tools Introduced
1	Introduction to Digital Marketing	Definition, digital vs traditional, 7Ds, types of digital media, 7Ps/8Ps, Six I's, ATL–BTL–TTL, RACE intro	ChatGPT basics, Perplexity, Copy.ai
2	Branding & Identity	What is branding, brand identity, brand equity, branding strategy, rebranding, DBI + examples (Apple, Nike, Coca-Cola)	Canva AI, Midjourney, Firefly
3	Digital Branding through 4–5 Ps	Applying Product, Price, Place, Promotion, Partnership to digital branding (as in PPT assignment) + content creation	Predis.ai, CapCut AI, Hootsuite AI
4	Digital Strategy (SOSTAC)	Situation analysis, SMART objectives, strategy, tactics, action, control + integrating 7Ps/7Ds	Miro AI, Notion AI
5	Digital Consumer Behavior	ZMOT/UMOT, journey stages, touchpoints, omnichannel, trends (mobile, personalization), emotions	GA4, Hotjar/Clarity AI
6	SEO (On-page, Off-page, Technical) + GEO generative Engine Optimization	Keyword types, ranking factors, metadata, crawling/indexing, Panda/Penguin, page speed, structure	SurferSEO, SEMrush AI, Clearscope
7	SEA / PPC (Google Ads)	Keyword match types, bidding strategies (CPC/CPM/CPA/ROAS), ad rank, extensions, Performance Max	Google Keyword Planner, Optmyzr
8	Social Media Strategy	Instagram/TikTok/Facebook/LinkedIn, content pillars, formats, calendars, KPIs, engagement, communities	Predis.ai, Metricool, Canva AI

9	Content Marketing + Prompt Engineering	Blogging, copywriting, AIDA/PAS, content format, SEO writing + prompt structures, frameworks	ChatGPT advanced, Jasper.ai
10	KPIs + Analytics + Final Project Workshop	Acquisition/Behaviour/Conversion KPIs, dashboards, GA4, Search Console, funnel analysis + project guidance	Looker Studio, GA4, SEMrush dashboards
	Final Presentation		

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)

unexcused 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.)