

0IBUSY29- Performance Marketing: Unlocking growth with Social Media Advertising

Lecturer: Mégane McCort
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Department: International affairs
Semester: 2

Course level: L3 Undergraduate
Domain: Marketing
Teaching language: English
Number of in-class hours: 33
Number of course sessions: 10 + Exam
ECTS: 6

Course description and objectives

The course provides a deep-dive into Social Media Advertising, with a strong focus on strategy. The goal is to enable the students to think full-funnel and develop a strong “toolbox” to elaborate a media plan on SMA, implement it and optimize it to achieve their business goals efficiently. The course will also seek to give students a comprehensive understanding of Social Media trends and how these impact current and future advertising tactics.

What Social Media are relevant to advertise on today? How can a business craft a Social Media strategy that's highly performant while still contributing to building brand equity? Is TikTok living up to the hype as far as advertising performance is concerned? These are only some of the questions that this course will address. With a practice-based approach and learning from multiple examples from successful D2C and B2C companies, students will be able to fully capture the challenges and stakes of building a successful Social Media Advertising strategy.

Prerequisites

Fundamentals of Marketing

Learning outcomes

<u>Competency/Outcome</u>	<u>Assessment Criteria/Requirements</u>
Social Media Advertising strategy	Students are able to craft a robust Social Advertising Media plan with a full-funnel thinking to answer a specific business challenge, from channel to audience, content and web strategy
Analytical and critical thinking	Students are able to develop analytical reflexes when facing Social Advertising reports / data sets, decide between top-down or bottom-up analyses and drive insights from data reports
Group project management and communication skills	Students are able to work in groups and present their work, argue it, defend it when challenged by the class

Assignments and grading

- 50% continuous assessment: oral participation, weekly tasks and final group project
- 50% mid-term and final written exam

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	Evolution of Social Media Advertising through historic lenses: key and emerging trends, impact on culture, social and consumer behaviors
2	Finding the right conversion funnel and campaigns goals
3	Defining and refining your audience targeting
4	Building an impactful communication strategy across platforms
5	Landing page tactics & Conversion rate optimization
6	Mid-term (quiz)
7	SMA and machine learnings / Artificial Intelligence
8	Performance measurement & campaign optimization: Analyzing performance and creating a feedback loop
9	SMA “governance”: Towards new rules on data privacy and transparency
10	Group project presentation
11	Final exam

Bibliography

- HBS research article (2017) *In Pursuit of Enhanced Customer Retention Management*
- GWI (2022) *2023 trends report*
- Kaplan & Haenlein (2010) *Users of the world, unite! The challenges and opportunities of Social Media*
- Kelling (2022) *Handbook of Research on Customer Loyalty*
- Meta *Blueprint*
- Montag, Yang, Eldhai (2021) *On the psychology of TikTok use: A first glimpse from empirical findings*

- Pinterest (2022) *Annual Report 2022*
- Pee, Jiang & Klein (2007) *E-store loyalty: Longitudinal comparison of website usefulness and satisfaction*
- Shopify blog
- Thompkins & Tam (2013) *Not All Repeat Customers Are the Same: Designing Effective Cross-Selling Promotion on the Basis of Attitudinal Loyalty and Habit*

Lecturer's biography

Mégane McCort is a Digital Marketing lecturer at Université Paris-Dauphine, ESSEC Business School, ISCOM and ESCE. She holds a Master in Science of Management at ESSEC Business School and was a member of the Digital Disruption Chaire. She was part of the founding and executive team at Superbolt, an award-winning American Performance Marketing agency, for which she built and led the Paris office for over 6 years.

Moodle

This course is on Moodle: **Yes**

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.