DIGITAL MARKETING (MTL2011)
INTERNATIONAL COURSE CATALOGUE 2026–2027

Course Information

- Course Code: MTL2011
- Course Title: Digital Marketing
- ECTS Credits: 3
- Semester: 1
- Language of Instruction: English
- Course Coordinator: Joris Vandendooren
- Course Unit: Innovation and Technology (MTL201)

Course Description

- This course introduces students to the key concepts, tools and strategies of digital marketing. Students learn how to design and evaluate digital marketing strategies and analyse digital practices within the tourism and events industries.

Learning Outcomes

- Explain key concepts and terminology related to digital marketing.
- Develop a digital marketing strategy by applying the concepts covered in class.
- Analyse the digital marketing strategy of a company operating in the tourism and events sector.

Course Content

- Principles of Digital Marketing
- Conversion Funnel Stages
- Influencer Marketing
- Content Creation and Storytelling
- Performance Marketing
- GAFAM Ecosystems

Teaching Methods

- Theoretical lectures
- Continuous assessment
- Group practical work and projects

Learning Resources

- PowerPoint and PDF presentation materials available on Moodle before each class.
- English-language syllabi covering the theoretical content of each module.
- Examples and practical exercises provided during classroom sessions.

Assessment

- 80% Written examination (end of Semester 1).
- 20% Continuous assessment through assignments and coursework.

Resit Examination

- 100% Written examination.