



Enjoy the Awesome Artic Summer Experience in the Summer Global Study Programme on

## Digital Strategy and Marketing

24 July - 15 August 2019

### PROGRAMME CONTENT

#### Digital Transformation

Understand digital disruption drivers. How companies are deploying digital technology or digital strategies to disrupt market position. Understand and manage disruptive threats. Understand the advantage of digital opportunities and how to exploit them for commercial benefits.

#### Digital business models

Learn about Digital business landscape and industry disruptive digital business models. How business values are exploited from digital technologies and business models. Monetization models and how to build higher-value digital business models. Generate value innovation insights and their transformation into new digital business models.

#### Digital strategy

Develop your knowledge and skills for developing a digital strategy. After the module, you will understand how digital strategies are developed and exploited to build company's capacity to fulfill the new compelling customer requirements and competitiveness.

#### Digital marketing strategy

You learn about:

- Digital Marketing Trends
- The role of artificial intelligence and machine learning
- How to reach and engage customers through smart new digital channels
- Understand customer behaviors in the new customer digital context and the organizational requirements to deliver new customer experience.
- Develop your personal branding with digital marketing tools

### LEARN DIGITAL STRATEGIES

#### THAT WORKS FOR BUSINESSES AND FOR DEVELOPING YOUR DIGITAL BUSINESS MANAGEMENT COMPETENCES

#### LEARNING OBJECTIVES

The course on digital strategy and marketing focus on developing students understanding and skills of digital business landscapes, opportunities and threats of digital disruption. In addition, how business values are exploited from digital technologies and business models, monetization models and how to build higher-value digital business models. Students will also develop innovation capabilities such as; how to generate value through different value conversion models

Learning how to creatively deal with "challenges and problems

This pedagogical practice provides students with the capabilities for solution-oriented thinking".

collaborative learning and the use of innovative technology and resources

Benchmarking: Visiting local firms

Social learning, building of collaborative and cross-disciplinary teams and networks

Creative Steps learning

BlzChef event: Creative & social cooking for digital concepting and digital business model development

Creating innovations: Create digital business models

Presentation of innovations in an exhibition

Reflective exercises.

#### PEDAGOGICAL APPROACH

Learning about life in general, Experience & exploring the Northern factor (arctic)

Students will be encouraged to move around and exploit the potential of their environments for learning and for creating digital innovations and experiences.

#### Contact

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