

Les métiers du Marketing au temps du digital

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- **La fonction marketing de + en + diluée ou renforcée**
- **Le consommateur plus agile et plus responsable**
- **Le salarié de plus en plus autonome**
- **Le rôle de + en + important pris par les outsiders**
- **Dimension sociale et sociétale du marketing**
- **Fragilité des marques**



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m ag responsable
de us

- Le rôle de + en + important pris par les outsiders
- Dimension sociale et sociétale du marketing
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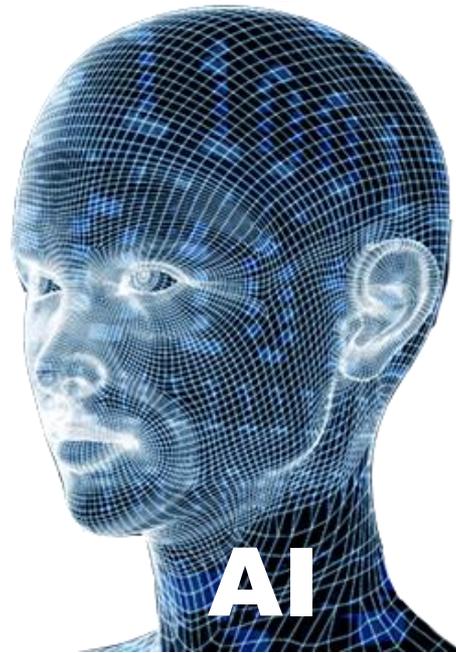


A dramatic painting of a stormy sea. The sky is dark and turbulent, with a bright light source breaking through the clouds on the right. The water is dark and churning, with white foam from a large wave crashing on the right side. In the bottom right corner, a small boat with several figures is visible, struggling against the waves.

Facteurs de Transformations



L'impact du digital



AI

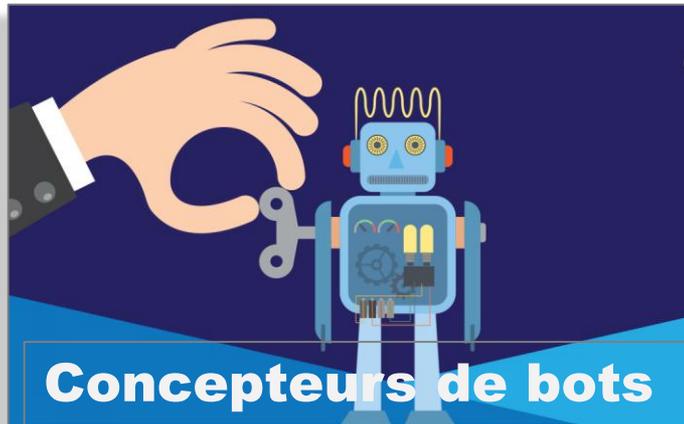


PRODUCT OWNER RESPONSIBILITIES:

- Maintain the product backlog
- Ensure highest value items are worked on
- Understand and prioritize needs of all stakeholders
- Answer questions of the tech team (feature details)
- Communicate what team will work on next



$\frac{\pi}{4} = \frac{1}{1} - \frac{1}{3} + \frac{1}{5} - \frac{1}{7} + \dots$ $\gamma = -\int_0^{\infty} \ln(x) dx$
 $\text{cone} = \frac{1}{3} b h = \frac{1}{3} \pi r^2 h$ $2. \dots$
ABSOLUTE VALUE
 $(\frac{4}{3}) \pi r^1 r^2 r^3$ $L=50,000$ $\pi \times r^2$ $a+b=c$
 $99 = \text{XCIX}$ pyramid $\Gamma(x+1) = x \Gamma(x)$
Data Scientist
 $V=5,000$ Γ
 $1. | -a | = | a |$ $P =$





**Low cost et
mondialisation**





Fragmentation de la société



leboncoin.fr
vendez, achetez, près de chez vous

A scenic landscape at sunset. The sky is filled with vibrant orange and yellow clouds, with the sun low on the horizon. In the background, a range of jagged mountains is silhouetted against the bright sky. The middle ground shows a wide valley with a river winding through it, surrounded by dense green forests. The foreground is dominated by dark, silhouetted evergreen trees.

Réactions et adaptation



Un métier toujours attractif





Un métier qui se transforme

