



**Didier MAYEUR**

Professor of Digital Marketing  
KEDGE BUSINESS SCHOOL

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**EDUCATION**

- 2018 Ph.D in Information and Communication Sciences University of Aix-Marseille  
2012 Master II. CCN: Communication strategy and digital content Aix Marseille University. EJCAM.  
1999 Master of Science. Mention AB. University of Provence. Marseille, France.

**EXPERIENCE AT KEDGE BUSINESS SCHOOL**

**Courses taught**

- Since 2022 Digital Marketing & ecommerce (MSc)  
Since 2018 Advertising & SEA - Google Ads Certification (MSc)  
Digital strategy (PGE)  
Web analytics (MSc & PGE)  
Mobile Marketing & E-Advertising (KBA)  
Search Engine Marketing - SEO & SEM (MSc & PGE)  
Since 2022 Web analytics (PGE)

**Research Activities**

Since 2014 HMSCIC Member

**Research Topics**

Optimization of digital marketing techniques and the psychology of internet users  
SEO UX.

Advising Students, Directing Projects and Admission Juries

Since 2018 Supervision of Master Thesis (PGE, MSc)

Other Academic Activities (Program Committees, Links with the Business Community and Institutions of Higher Learning)

Pedagogical referent: DIGICOM ( Aix) and Master EJCAM ( Marseille)

Member and lecturer of the SEO CAMFFrench

Mayeur, D., Souchet, L., Courbet, D., Halimi Falkowicz, S. (2021). Les effets comportementaux de la procédure d'acquiescement répété appliquée à la communication numérique Marie-France Agnoletti (dir), *Communication réelle et virtuelle : nouvelles*

Nelias, JM., Mayeur, D., Chaillet, G., (2020, 23 juin). *Le e-*