Content Marketing and Social Media

Academic Year: (2018 / 2019)  
Review date: 20-05-2018

Department assigned to the subject: Department of Business Administration  
Coordinating teacher: VIDAL SANZ, JOSE MANUEL  
Type: Electives  
ECTS Credits: 3.0  
Year: 1  
Semester: 2

DESCRIPTION OF CONTENTS: PROGRAMME

1. Definition of marketing in Social Networks, benefits, platforms. Create an online community. Monitoring and optimization of the presence in Social Networks (control and decision making tables, Social Media Engagement, Measurement of Return on Investment).
2. Content marketing: to identify business opportunities and establish marketing strategies through comments, conversations and recommendations from the consumers themselves from social networking sites (such as facebook.com, twitter.com, etc., or own e-commerce platforms as amazon.com, expedia.com).
3. Direct digital marketing (DDM) (such emailing, cellphone text messaging as SMS and WhatsApp)
4. Native advertising

ASSESSMENT SYSTEM

The final grade will be assigned based on:

Participation in-class discussion, quizzes and cases studies: 60%
Final exam: 40%

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also applies.

% end-of-term-examination: 40
% of continuous assessment (assignments, laboratory, practicals…): 60

BASIC BIBLIOGRAPHY