

Marketing Communications and Social Media

Academic Year: (2018 / 2019)

Review date: 12-04-2018

Department assigned to the subject: Business Administration Department

Coordinating teacher:

Type: Electives ECTS Credits : 6.0

Year : Semester :

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to digital marketing communication.
2. Instruments and ecosystem of Integrated Marketing Communication
3. Digital Creativity
4. How Communication and Advertising Works
5. Media Planning
6. Branded Content
7. Management and monitoring of digital communication
8. Storytelling

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40