

Academic Year: ( 2018 / 2019 )

Review date: 17/04/2018 11:33:09

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Electives ECTS Credits : 6.0

Year : Semester :

## OBJECTIVES

### Learning Objectives

#### Knowledge:

Learn the main tools to analyze the competitive situation of the company in the marketing environment in an online context

Understand the main concepts needed to design a marketing strategy in the company in an online context

Learn the main tools to design a marketing strategy in the company in an online context

Apply knowledge to all type of company and market

Evaluate compliance with the main objectives of the marketing function

Learn the main components of a marketing plan

### Abilities

Ability to design analyze the competitive marketing situation of a company

Ability to make a diagnosis of the strategic position of the company in the market

Ability to perform the analysis autonomously, but working as a team

Leadership of the marketing strategy design process

Ability to work as a team

### Attitudes

Acquiring an ethical behavior in the marketing direction

Ability to defend their points of view.

Adopt a positive attitude to solve unfavorable marketing situations

Acquiring an ethical behavior in the development of market research following the code of ethics of ESOMAR

## DESCRIPTION OF CONTENTS: PROGRAMME

Introduction to digital marketing. Integrated strategic of offline and online strategies, and global operational planning.

Market research in online context, measurement and analytics

Consumer behavior in online context

SEO (Search Engine Optimization).

Communication in social networks, Content Marketing

SEM (Search Engine Marketing)

Other techniques: Display advertising, affiliate marketing, email, remarketing, gamification, big data.

E-commerce.

Marketing plan and the digital context.

## LEARNING ACTIVITIES AND METHODOLOGY

Every week students will two classes, one and a half theory lecture to provide knowledge skills, and one and a half practice class where students can acquire additional skills and attitudes through projects, exercises and case discussions, both individually and in groups.

The students will have teaching materials prepared specifically for the subject that can be

complemented with the bibliography.

#### ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	50
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	50

The final exam accounts for 50% of the grade. The remaining 50% counts for the case studies, exercises, individual and group work and partial exams throughout the course.

#### BASIC BIBLIOGRAPHY

- Ryan, Damian Understanding Digital Marketing: marketing strategies for engaging the digital generation, Kogan Page, 2014
- Kingsnorth, Simon Digital marketing strategy: an integrated approach to online marketing, Kogan Page, 2016