Digital marketing and social networks for tourism products

Academic Year: (2019 / 2020)　　　　　　　　　　　　　　　　　　　**Review date: 12-06-2019**

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Electives ECTS Credits : 6.0

Year :　Semester :

OBJECTIVES

In this section the competences associated to the subject are presented:

CG4: Be able to transmit information, ideas, problems and solutions of any of the studied disciplines related to tourism to a specialized or non-specialized public.
CE13: Learn to collect, process, analyze and interpret information and deal with tourism issues through knowledge of the peculiarities of the tourism market (national or international) to which the activity is directed, appropriately managing resources and using the technologies of Information and communication (ICT) to implement practices with quality and in a sustainable manner.
CE14: Know how to analyze market information and competition to establish competitive policies and marketing plans in tourism companies, knowing the singularities of tourism marketing to be able to successfully identify the purchasing decision processes of tourist services and products, ensuring satisfaction of the user in the field of tourism business.
CE15: Be able to design products, services and tourism activities, and make use of information and communication technologies for the design and analysis of tourism products and processes, and implement them with quality, implementing policies for continuous improvement and resources human to ensure user satisfaction and good customer service with respect for the environment, making use of the most appropriate technologies.

The learning outcomes are the following:

LO1: Have acquired advanced knowledge and demonstrated an understanding of the theoretical and practical aspects and the methodology of work in the different disciplines of study in the tourism field with a depth that reaches the forefront of knowledge
LO2: Apply the knowledge acquired, the understanding of these and their abilities to solve complex and / or specialized problems in the professional field
LO3: Have the ability to collect and interpret data and information on which to base their conclusions, including, when necessary and pertinent, reflection on social, scientific or ethical issues within the scope of their field of study;
LO5: Know how to communicate clearly and accurately to all types of audiences (specialized or not), knowledge, methodologies, ideas, problems and solutions within the scope of their field of study;
LO6: Be able to identify their own training needs in their field of study and work or professional environment and to organize their own learning with a high degree of autonomy in all types of contexts (structured or not).

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

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.

% end-of-term-examination: 50

% of continuous assessment (assigments, laboratory, practicals…): 50

BASIC BIBLIOGRAPHY

 - Ryan, Damian Understanding Digital Marketing: marketing strategies for engaging the digital generation, Kogan Page, 2014
 - Dave Chaffey, Fiona Ellis-Chadwick Digital Marketing, 7/E, Pearson, 2019

 - Kingsnorth, Simon Digital marketing strategy: an integrated approach to online marketing, Kogan Page, 2016