

Academic Year: ( 2019 / 2020 )

Review date: 05-05-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

## OBJECTIVES

- CB1. That students have demonstrated to possess and understand knowledge in an area of ¿¿study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge coming from the forefront of his field of study
- CB2. That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of ¿¿study
- CB3. That students have the ability to gather and interpret relevant data (usually within their area of ¿¿study) to make judgments that include a reflection on relevant issues of social, scientific or ethical nature
- CB4. That students can transmit information, ideas, problems and solutions to a specialized and non-specialized public

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to digital marketing. Integrated strategic of offline and online strategies, and global operational planning.
2. Market research in online context, measurement and analytics
3. Consumer behavior in online context
4. SEO (Search Engine Optimization), and SEM (Search Engine Marketing)
5. Ad Display, Networks and Exchanges
6. Affiliate marketing, email marketing, remarketing.
7. Marketing plan and the digital context.

<b>% end-of-term-examination:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

## BASIC BIBLIOGRAPHY

- Jason McDonald Ph.D. AdWords Workbook: 2018 Edition: Advertising on Google AdWords, YouTube, and the Display Network, Jason McDonald, 2018
- Simon Kingsnorth Digital Marketing Strategy: An integrated approach to online marketing 2 ed, Kogan Pago, 2019