

Academic Year: (2020 / 2021)

Review date: 08-07-2020

Department assigned to the subject: Department of Business Administration

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

DESCRIPTION OF CONTENTS: PROGRAMME

1. Search Engine Marketing (SEM) Overview (such as Google Adwords, BingAds, Yandex, Baidu)
 - a. Pay-per-click definition; important Terms (Quality Score, Conversion Rate etc.)
 - b. Ad writing Techniques (compelling ads that increase click-through-rate's (CTR) lower costs; Relevance & Quality score; improve conversion rates, targeted ads & relevant landing pages)
 - c. Effective Landing Pages (Importance of UI/UX design, and Call-to-action)
 - d. PPC campaigns; Bid Management Plan and Performance Tracking
2. Display (Imagen and video)
3. Social Ads
4. Affiliation
5. Reporting & Analysis (Integrate PPC account with Google Analytics; understanding reports and define the future plan of action)

LEARNING ACTIVITIES AND METHODOLOGY

The subjects will be bimodal 50% (synchronous online teaching in big or aggregate groups, face-to-face teaching in small groups).

ASSESSMENT SYSTEM

Your final grade will be assigned based on:

Participation in-class, discussion, assignments, 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 apply.

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

BASIC BIBLIOGRAPHY

- Nick Burcher Paid, Owned, Earned Maximising Marketing Returns in a Socially Connected World, Kogan Page, 2012
- Savage, T. M. and Vogel, K. E. Introduction to Digital Media, Jones and Bartlett Publishers, 2009