

Academic Year: (2020 / 2021)

Review date: 08-07-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: VIDAL SANZ, JOSE MANUEL

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

DESCRIPTION OF CONTENTS: PROGRAMME

1. Definition of marketing in Social Networks, benefits, platforms. Create an online community. Monitoring and optimization of the presence in Social Networks (control and decision making tables, Social Media Engagement, Measurement of Return on Investment).
2. Content marketing: to identify business opportunities and establish marketing strategies through comments, conversations and recommendations from the consumers themselves from social networking sites (such as facebook.com, twitter.com, etc., or own e-commerce platforms as amazon.com, expedia.com).
3. Direct digital marketing (DDM) (such emailing, cellphone text messaging as SMS and WhatsApp)
4. Native advertising

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

The final grade will be assigned based on:

Participation in-class discussion, 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 applies.

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

BASIC BIBLIOGRAPHY

- Handley, Ann Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content, 1st edition, , John Wiley & Sons, Inc, 2014
- Handley, Ann and Chapman, CC Content Rules: How to Create Killer Blogs, Podcasts, Videos, EBooks, Webinars, (and more) That Engage Customers and Ignite Your Business 7th Ed., John Wiley & Sons, Inc. , 2012