Digital Marketing

Academic Year: (2020 / 2021) **Review date: 08-07-2020**

Department assigned to the subject: Business Administration Department

Coordinating teacher: BARROSO LUDEÑA, ALICIA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

OBJECTIVES

Skills to be acquired

General skills
*CG1: Solid theoretical knowledge of Marketing and Market Research.
*CG8: Ability to solve real problems.

Specific skills:
*CE11: Analysis, evaluation and decision making on communication (to know advertising tools and its legal framework, campaign management, online communication management, public relations and corporate communication management, management of sales promotions, control and measuring response of market, and choice budget of communication)

Learning objectives:
¿ To assess the relevance of digital marketing to an organization and its markets.
¿ To provide practitioners with knowledge about digital marketing technologies and their applications.

DESCRIPTION OF CONTENTS: PROGRAMME

Introduction to digital marketing
New trends in digital marketing
Market research online
Digital Advertising
Digital Promotion Strategies
SEO/SEM Bid Management
Affiliate Marketing
Marketing in Social Networks and Virtual Communities

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).

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

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.

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

BASIC BIBLIOGRAPHY

- Chaffey, D., & Chadwick, F.E. Digital Marketing. (6 th edition). , Harlow, UK: Pearson. , 2018
- Charlesworth, A. Digital marketing. A practical approach (2nd edition). , Abingdon, UK: Routledtge., 2014
- Damian Ryan Understanding Digital Marketing, 3rd Edition, Kogan Page , 2014
- Simon Kingsnorth Digital Marketing Strategy , Kogan Page , 2016