

Academic Year: (2020 / 2021)

Review date: 10-02-2021

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Marketing

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.

ASSESSMENT SYSTEM

SE1. FINAL EXAM. In which the knowledge and the skills a acquired throughout the course will be the global grading.

SE2. CONTINUOUS ASSESSMENT. In it, the works, presentations, performance in debates, class presentations, exercises, practices and homework throughout the course will be evaluated

% end-of-term-examination: 20

% of continuous assessment (assignments, laboratory, practicals...): 80

BASIC BIBLIOGRAPHY

- Jason McDonald Ph.D. AdWords Workbook: 2020 Edition: Advertising on Google AdWords, YouTube, and the Display Network, Jason McDonald, 2020
- Kotler Marketing 4.0, Wiley, 2017
- Neil T. Bendle, Paul W. Farris, Phillip E. Pfeifer, and David J. Reibstein Marketing Metrics, PH Professional Business, 2010
- Simon Kingsnorth Digital Marketing Strategy: An integrated approach to online marketing 2 ed, Kogan Pago, 2019

ADDITIONAL BIBLIOGRAPHY

- Dawn McGruer Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business, wiley, 2019

BASIC ELECTRONIC RESOURCES

- AMA . AMA Books and Resources: <https://ama.tradepub.com/category/marketing-channel-management/1125/>