

Academic Year: (2020 / 2021)

Review date: 30-06-2020

Department assigned to the subject: Department of Business Administration

Coordinating teacher: RIVERA CAMINO, JAIME EDUARDO

Type: Electives ECTS Credits : 6.0

Year : Semester :

DESCRIPTION OF CONTENTS: PROGRAMME

2. Communication and Perception
3. Motivation & The Self
4. Learning & Attitude formation
5. Influence
6. Culture and cross-cultural aspects of the digital world
7. Decision making process
8. Consumer in Social Media Marketing
9. Platforms and Content in Social Media Marketing, electronic Word of Mouth
10. (eWOM)
11. Consumer Behavior research in Digital era

ASSESSMENT SYSTEM

The evaluation system is divided into two types: (a) continuous and (b) final. These conditions are for all exam periods, that is, both for the Ordinary and Extra ordinary call.

In order to be able to add the mark corresponding to the continuous assessment (a) a minimum grade of 50% will be required in the final exam (b). That is, you need to have an approved 50% of the correction criteria used for the final exam.

Continuous assessment (a) is based on the solution of class cases and the written delivery of group cases (30% of the grade) and the written presentation of a project (30% of the grade).

The final evaluation consists of an exam (which will account for 40% of the final grade)

Both evaluation systems will aim to verify the extent to which the competences of knowledge and adaptation to new situations have been acquired by the student.

The business management functions involve, in addition to individual knowledge and skills, coordination with other areas. For this reason, the course requires students to develop the ability to work both autonomously and in a group. Therefore, the students will be valued for their individual effort as well as their contribution to the group's result.

In summary:

(a) Continuous evaluation:

Group cases	30%
Final project:	30%

(b) Final evaluation

Final exam:	40%
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Addendum of non-attendance (in case of 100% of non-contact classes)

In case the face-to-face classes had to be suspended and followed 100% online. The notes of the Practices will have a weight of 100% of the final grade.

% end-of-term-examination: 40

% of continuous assessment (assignments, laboratory, practicals...): 60

BASIC BIBLIOGRAPHY

- Cesar Amador Díaz Pelayo, Edgardo Flavio López Martínez, Roberto González Monroy, Claudia Leticia Preciado Ortiz Mercadotecnia digital y publicidad on line, Editorial Universitaria | Libros UDG, 2014

