

Academic Year: ( 2020 / 2021 )

Review date: 21-07-2020

Department assigned to the subject: Department of Business Administration

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Electives ECTS Credits : 6.0

Year : Semester :

**DESCRIPTION OF CONTENTS: PROGRAMME**

1. Introduction to digital marketing communication.
2. Instruments and ecosystem of Integrated Marketing Communication
3. Digital Creativity
4. How Communication and Advertising Works
5. Media Planning
6. Branded Content
7. Management and monitoring of digital communication
8. Storytelling

**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

<b>% end-of-term-examination:</b>	30
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	70

**BASIC BIBLIOGRAPHY**

- Dawn McGruer Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business, Wiley, 2019
- Jackson McDonald Google Ads (AdWords) Workbook: Advertising on Google Ads, YouTube, & the Display Network (2020 Edition) (English Edition), JM internet Group , 2020
- Tracy L. Tuten - Michael R. Solomon Social Media Marketing 3rd ed., Sage, 2018

**ADDITIONAL BIBLIOGRAPHY**

- Jason McDonald Ph.D. Google Ads (AdWords) Workbook: Advertising on Google Ads, YouTube, & the Display Network (2020 Edition) (English Edition), JM Internet Group, 2020