

Academic Year: ( 2021 / 2022 )

Review date: 30-05-2021

Department assigned to the subject: Department of Business Administration

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

## OBJECTIVES

### COMPETENCES

CB7 Know how to apply the knowledge acquired and the ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to the area of ¿¿study

CB8 Integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of knowledge and judgments

CG1 Strength in the fundamental theoretical knowledge of Marketing and Market Research

CG3 Ability to make decisions

CG8 Ability to solve real problems

CG9 Ability to work as a team in diverse environments, whether they are homogeneous, interdisciplinary, multicultural or international.

CG12 Direction and leadership capacity

CG13 Democratic tolerance and respect for diversity (sex, race, culture).

CG17 Motivation for quality

CE6 Know the basic principles of the application of marketing strategies in a digital context. Knowing how to choose and apply the most used digital marketing tools.

CE11 Analysis, assessment and decision-making on communication (know the advertising tools and their legal framework, organize campaign management, online communication, management of public relations and corporate communication, management of sales promotions, control and measurement of the market response and choice of communication budget)

### LEARNING OUTCOMES

The student distinguishes between the different marketing instruments based on digital means of payment.

The student applies digital payment instruments to improve the company's marketing management.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Search Engine Marketing (SEM) Overview (such as Google Adwords, BingAds, Yandex, Baidu)
  - a. Pay-per-click definition; important Terms (Quality Score, Conversion Rate etc.)
  - b. Ad writing Techniques (compelling ads that increase click-through-rate's (CTR) lower costs; Relevance & Quality score; improve conversion rates, targeted ads & relevant landing pages)
  - c. Effective Landing Pages (Importance of UI/UX design, and Call-to-action)
  - d. PPC campaigns; Bid Management Plan and Performance Tracking
2. Display (Imagen and video)
3. Social Ads
4. Affiliation
5. Reporting & Analysis (Integrate PPC account with Google Analytics; understanding reports and define the future plan of action)

## LEARNING ACTIVITIES AND METHODOLOGY

Training activities of the subject

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Code activity / No. Total hours / No. Face-to-face hours / % Student attendance

AF3 105 105 100

AF6 145 0 0

AF7 125 0 0

### TEACHING METHODOLOGIES

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc., raised by the teacher individually or in a group

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases

MD5 Preparation of works and reports individually or in groups

### 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.

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

### BASIC BIBLIOGRAPHY

- Nick Burcher Paid, Owned, Earned Maximising Marketing Returns in a Socially Connected World, Kogan Page, 2012
- Savage, T. M. and Vogel, K. E. Introduction to Digital Media, Jones and Bartlett Publishers, 2009