

Academic Year: (2021 / 2022)

Review date: 04-06-2021

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

Introduction to digital marketing. Integrated strategic of offline and online strategies, and global operational planning.

Market research in online context, measurement, and analytics

Consumer behavior in online context

SEO (Search Engine Optimization).

Communication in social networks, Content Marketing

SEM (Search Engine Marketing)

Other techniques: Display advertising, affiliate marketing, email, remarketing.

E-commerce.

Marketing plan and the digital context.

ASSESSMENT SYSTEM

SE1. FINAL EXAM. In which the knowledge and the skills 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

To pass this subject in the first call, you need to obtain a minimum grade of 5 points (out of 10) in the final exam. In the event of failing the subject, the student can retake the exam in the second call (in Spring).

% end-of-term-examination: 40

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

BASIC BIBLIOGRAPHY

- Dave Chaffey, Fiona Ellis-Chadwick· Digital Marketing, 7/E , Pearson, 2019
- Dave Chaffey, Fiona Ellis-Chadwick· Digital Marketing, 7/E -, Pearson, ·2019

- Simon Kingsnorth Digital Marketing Strategy: An integrated approach to online marketing 2 ed, Kogan Page, 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/>