Digital Marketing

Academic Year: (2022 / 2023)   **Review date: 19-04-2022**

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Electives ECTS Credits : 6.0

Year :   Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Marketing, Marketing Management.

OBJECTIVES

Learning Objectives
Knowledge:
Learn the main tools to analyze the competitive situation of the company in the marketing environment in an online context
Understand the main concepts needed to design a marketing strategy in the company in an online context
Learn the main tools to design a marketing strategy in the company in an online context
Apply knowledge to all type of company and market
Evaluate compliance with the main objectives of the marketing function
Learn the main components of a marketing plan

Abilities
   Ability to design analyze the competitive marketing situation of a company
   Ability to make a diagnosis of the strategic position of the company in the market
   Ability to perform the analysis autonomously, but working as a team
   Leadership of the marketing strategy design process
   Ability to work as a team

Attitudes
   Acquiring an ethical behavior in the marketing direction
   Ability to defend their points of view.
   Adopt a positive attitude to solve unfavorable marketing situations
   Acquiring an ethical behavior in the development of market research following the code of ethics of ESOMAR

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.

LEARNING ACTIVITIES AND METHODOLOGY

Every week students will two classes, one and a half theory lecture to provide knowledge skills, and one and a half practice class where students can acquire additional skills and attitudes through projects, exercises and case discussions, both individually and in groups.
The students will have teaching materials prepared specifically for the subject that can be complemented with the bibliography.

ASSESSMENT SYSTEM

% end-of-term-examination: 40

% of continuous assessment (assigments, laboratory, practicals…):   60

The final grade of this subject is the average between the continuous assessment grade (the assessment of work developed during the course, 60%), and the grade of a final multiple-choice exam (40%). The continuous assessment grade is based on the following tasks: assignments, cases, development of a project on digital marketing tools, and/or mid-term exams.

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).

BASIC BIBLIOGRAPHY

 - Ryan, Damian Understanding Digital Marketing: marketing strategies for engaging the digital generation, Kogan Page, 2014

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

 - Kingsnorth, Simon Digital marketing strategy: an integrated approach to online marketing, Kogan Page, 2016