

Academic Year: ( 2023 / 2024 )

Review date: 23-03-2023

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

**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).

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