

Academic Year: (2023 / 2024)

Review date: 23-03-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Electives ECTS Credits : 6.0

Year : Semester :

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 have 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

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).

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

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