Digital Marketing

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 : 3 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.

LEARNING ACTIVITIES AND METHODOLOGY

AF1. THEORETICAL-PRACTICAL CLASSES. Students acquire fundamental knowledge. They will receive the class notes and will have basic reference texts to facilitate the follow-up of the classes and the development of the subsequent work. Exercises, problem practices will be solved by the student and workshops and evaluation tests will be carried out to acquire the necessary skills.
AF2. TUTORING. Individualized assistance (individual tutorials) or in groups (collective tutorials) to students is provided by the teacher.
AF3. STUDENT INDIVIDUAL OR GROUP WORK.
MD1. THEORY CLASS. Lectures with the support of computer and audiovisual media, in which the main concepts of the subject are developed, and materials and bibliography are provided to complement the students' learning.
MD2. PRACTICES. Resolution of practical cases, problems, etc. raised by the teacher individually or in a group.
MD3. TUTORING. Individualized assistance (individual tutorials) or in groups (collective tutorials) to students by the teacher. For subjects of 6 credits, 4 hours will be dedicated with 100% attendance.

ASSESSMENT SYSTEM

SE1. FINAL EXAM. In which the knowledge and the skills a 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 (assigments, laboratory, practicals…):	60

BASIC BIBLIOGRAPHY

- Dave Chaffey, Fiona Ellis-Chadwick· Digital Marketing7/E, Pearson, 2019
- Simon Kingsnorth Digital Marketing Strategy: An integrated approach to online marketing 2 ed, Kogan

Pago, 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/