uc3m | Universidad Carlos III de Madrid

Digital marketing

Academic Year: (2023 / 2024)   Review date: 18-06-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: HOSSEINI , RAHIL

Type: Electives ECTS Credits : 2.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

OBJECTIVES

LEARNING OUTCOMES
The student distinguishes between the latest trends in digital marketing
The student applies these techniques to improve the operational strategies of the company.

DESCRIPTION OF CONTENTS: PROGRAMME

Introduction to digital marketing
New trends in digital marketing
Market research online
Digital Advertising
Digital Promotion Strategies
SEO/SEM Bid Management
Affiliate Marketing
Marketing in Social Networks and Virtual Communities

LEARNING ACTIVITIES AND METHODOLOGY

TRAINING ACTIVITIES OF THE SUBJECT
AF3 Theoretical practical classes
AF6 Group work
AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours /% face-to-face
AF3 105 105 100
AF6 145 0 0
AF7 125 0 0
TOTAL SUBJECT 375 105

TEACHING METHODOLOGIES
MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.
MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.
MD3 Resolution of practical cases, problems, etc.¿ raised by the teacher individually or in groups
MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases
MD5 Preparation of works and reports individually or in groups

ASSESSMENT SYSTEM

Your final grade will be assigned based on:
Participation in-class, discussion, assignments, quizzes and cases studies: 60%
Final exam: 40%.
In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible

10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

% end-of-term-examination: 40

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

BASIC BIBLIOGRAPHY
   - Chaffey, D., & Chadwick, F.E. Digital Marketing. (6 th edition). , Harlow, UK: Pearson. , 2018
   - Charlesworth, A. Digital marketing. A practical approach (2nd   edition). , Abingdon, UK: Routledtge., 2014

   - Damian Ryan   Understanding Digital Marketing, 3rd Edition, Kogan Page , 2014
   - Simon Kingsnorth   Digital Marketing Strategy , Kogan Page , 2016