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| COURSE: MARKETING DIGITAL | | |
| DEGREES: Management of Information and Digital Contents | YEAR: 2 | TERM: 2 |

| WEEKLY PLANNING | | | | | | | | |
|-----------------|---------|---|--------------------|----------|--|--|-------------|--|
| WEEK | SESSION | DESCRIPTION | GROUPS (mark X) | | Special room for session (computer classroom, audio-visual classroom...) | WEEKLY PROGRAMMING FOR STUDENT | | |
| | | | LECTURES | SEMINARS | | DESCRIPTION | CLASS HOURS | HOMEWORK HOURS (Max. 7h week) |
| 1 | 1 | COURSE INTRODUCTION. TOPIC 1. MARKETING INTRODUCTION | X | | | Review the subject documentation. Read reference materials. | 1,5 | 2 |
| 1 | 2 | CASE STUDY: WHAT IS MARKETING? | | X | | Read reference materials Work on case studies and exercises | 1,5 | |
| 2 | 3 | TOPIC 2. MARKET RESEARCH | X | | | Read reference materials. | 1,5 | 2 |
| 2 | 4 | CASE STUDIES/EXERCISES | | | | Work on case studies and exercises | e | |
| 3 | 5 | TOPIC 2. MARKET RESEARCH | X | | | Read reference materials. | 1,5 | 3 |
| 3 | 6 | CASE STUDIES/EXERCISES | | | | Work on case studies and exercises | 1,5 | |
| 4 | 7 | TOPIC 3. CONSUMER BEHAVIOR | X | | | Read reference materials. | 1,5 | 5 |
| 4 | 8 | CASE STUDIES/EXERCISES | | | | Work on case studies and exercises | 1,5 | |
| 5 | 9 | TOPIC 3. CONSUMER BEHAVIOR | X | | | Read reference materials. | 1,5 | 5 |

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|---|----|----------------------------------|---|---|--|------------------------------------|------------|-----------|
| 5 | 10 | CASE STUDIES/EXERCISES | | | | Work on case studies and exercises | 1,5 | |
| 6 | 11 | TOPIC 4. MARKETING STRATEGY | X | | | Read reference materials. | 1,5 | 5 |
| 6 | 12 | CASE STUDIES/EXERCISES | | | | Work on case studies and exercises | 1,5 | |
| 7 | 13 | TOPIC 4. MARKETING STRATEGY R | X | | | Read reference materials. | 1,5 | 10 |
| 7 | 14 | CASE STUDIES/EXERCISES | | X | | Work on case studies and exercises | 1,5 | |
| 8 | 15 | TOPIC 5. MARKETING MIX | X | | | Read reference materials. | 1,5 | 5 |
| 8 | 16 | CASE STUDIES/EXERCISES | | | | Work on case studies and exercises | 1,5 | |
| 9 | 17 | TOPIC 5. MARKETING MIX | X | | | Read reference materials. | 1,5 | 5 |
| 9 | 18 | CASE STUDIES/EXERCISES | | | | Work on case studies and exercises | 1,5 | |
| 10 | 19 | TOPIC 6. DIGITAL MARKETING | X | | | Read reference materials. | 1,5 | 2 |
| 10 | 20 | CASE STUDIES/EXERCISES | | | | Work on case studies and exercises | 1,5 | |
| 11 | 21 | TOPIC 7. DIGITAL MARKETING TOOLS | X | | | Read reference materials. | 1,5 | 10 |
| 11 | 22 | CASE STUDIES/EXERCISES | | X | | Work on case studies and exercises | 1,5 | |
| 12 | 23 | TOPIC 7. DIGITAL MARKETING TOOLS | X | | | Read reference materials. | 1,5 | 2 |
| 12 | 24 | CASE STUDIES/EXERCISES | | | | Work on case studies and exercises | 1,5 | |
| 13 | 25 | TOPIC 8. SOCIAL NETWORKS | X | | | Read reference materials. | 1,5 | 2 |
| 13 | 26 | CASE STUDIES/EXERCISES | | X | | Work on case studies and exercises | 1,5 | |
| 14 | 27 | TOPIC 9. MARKETING PLAN | X | | | Read reference materials. | 1,5 | 10 |
| 14 | 28 | CASE STUDIES/EXERCISES | | X | | Work on case studies and exercises | 1,5 | |
| Subtotal 1 | | | | | | | 42 | 68 |
| Total 1 (Hours of class plus student homework hours between weeks 1-14) | | | | | | | 110 | |
| 15 | | Tutorials, handing in, etc | | | | | 5 | |
| 16 | | Assessment | | | | | 3 | 32 |
| 17 | | | | | | | | |
| 18 | | | | | | | | |
| Subtotal 2 | | | | | | | 3 | 32 |
| Total 2 (Hours of class plus student homework hours between weeks 15-18) | | | | | | | 40 | |
| TOTAL (Total 1 + Total 2) | | | | | | | 150 | |

