Emerging Marketing

Code: 43406
ECTS Credits: 10

Degree	Type	Year	Semester
4314947 Strategic Planning in Advertising and Public Relations	OB	0	2

Contact

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Teachers

Montserrat Guerrero Gonzalez

Use of Languages

Principal working language: spanish (spa)

Prerequisites

This subject has no prerequisites

It is recommended that students have knowledge of marketing as well as analytics and creativity.

Objectives and Contextualisation

The new scenarios posed by the information society require a new approach to the design, planning and direction of marketing actions.
Knowing and using emerging techniques in the field of marketing will provide the student with the necessary skills to apply the new marketing trends in a profitable and effective way in the company. For this we will study the most relevant aspects and tools of online marketing as well as the analysis of data to evaluate the results and establish strategies.
Therefore, this module will be eminently practical.

Competences

- Analyse market data (competition and brand image) and, in accordance with the advertiser's briefing, design a strategic communication plan.
- Design and carry out market research.
- Design, plan and direct marketing actions in the new scenarios posed by the information society.
- Display determination, curiosity and creativity.
- Identify research problems and apply the most suitable qualitative and quantitative methodologies and tools in studies on communicative phenomena in advertising and PR.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.

Learning Outcomes

1. Apply cutting-edge marketing planning tools.
2. Describe the workings of the new research tools.
3. Determine the integrative structure of a marketing plan.
4. Display determination, curiosity and creativity.
5. Distinguish and classify the new research techniques.
6. Distinguish and classify trends in marketing.
7. Distinguish and identify brand optimisation models and models of new media and channels.
8. Evaluate the effects of the application on the trading account.
9. Identify and filter the principal emerging trends and technologies.
10. Identify the new tools of commercial communication.
11. Integrate the different analysis tools for studying new trends in marketing.
12. Make skilled use of IT tools.
13. Recognise and analyse the organisation's ability to adapt and integrate changes.
14. Use advanced models and criteria for forecasting and monitoring.
15. Use the new commercial communication tools correctly.
16. Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.

Content

Throughout the semester students will develop a web page of their fictitious company, which will have its own virtual store. They will launch their CRM. The results of these actions will be announced and analyzed through the BI and BA programs.

1. Internet Marketing: The brand, the globalization of the market, virtual communities
2. The company on the Web: business directories, blogs, own website with a content management program, personalized web programming
3. Electronic commerce: The virtual store, consumer cooperatives.
4. Network Analysis: Natural Positioning (SEO), Google Analytics.
5. Advertise on the Web: SEM, Google Adwords.
6. CRM: Achievement of "leads", follow up until your conversion into contacts and accounts. Development of marketing campaigns and evaluation of the results obtained
7. Business Intelligence: visual data analysis, new visualizations, infographics.
8. Business Analytics: basic concepts.
9. Social networks: presence and analysis of their content.

Methodology

The subject is divided into three parts with the following weight and content:

Electronic commerce (40%)
Virtual Server and cPanel
CMS - WordPress
WordPress Back End
Ecommerce - WooCommerce
WooCommerce Settings

Digital Marketing (40%)
Natural Positioning SEO
Search engine advertising and social ads. SEM
KPIs Web Analytics
Definition of Inbound Marketing strategies. Content Marketing Social networks
Email marketing Conduct lead capture and customer retention campaigns

Business Intelligence (20%)

BI. Introduction to Tableau
Calculation of formulas, filters and parameters
Creation of interactive dashboards

The Tableau data visualization software (www.tableau.com) is provided by the Tableau for Teaching program
(http://www.tableau.com/academic

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures, discussion of cases and presentation of works	75	3	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
Type: Supervised			
Tutorials and follow-up of the work to be done and the cases to prepare	30	1.2	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
Type: Autonomous			
Related readings, preparation of cases and practices, study and elaboration of schemes	95	3.8	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14

Assessment

The evaluation of each part will have the following tests:

Electronic commerce (40%)
Individual test in class of the main concepts
Creation of a web page with a store, in goup

Digital Marketing (40%)
Individual test in class of the main concepts
Conducting a marketing campaign, in group

Business Intelligence (20%)
Individual test in class of the main concepts
Creation of a dashboard, in group

To carry out the weighting, a minimum grade of 5 must be obtained in each of the parts that make up the notes.
For those students who in the evaluation have obtained a grade that is equal to or greater than 3,5 and less than 5 there will be a re-evaluation. This re-evaluation is scheduled in the faculty exam calendar. The student who passes it will pass the subject with a grade of 5. Otherwise, he will keep the same grade of the evaluation. A student is considered to be "not evaluable" in the subject as long as he has not participated in any of the evaluation activities.
Any delivery that is identified as plagiarized by other colleagues or from any other source entails a zero in this evaluation. In case of plagiarism among classmates, zero will be for both the plagiarist and the person who facilitates plagiarism.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes

Business Intelligence	20%	10	0.4	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
Digital Marketing	40%	20	0.8	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
ECommerce	40%	20	0.8	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14

Bibliography

Comercio electrónico

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- http://www.webempresa.com/tutoriales-packs-webempresa-wordpress-con-framework-gantry.html
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- https://es.wordpress.org/plugins/
- http://tecnologiaedu.uma.es/materiales/web20/archivos/cap3b_CrearBlogWordPress.pdf

Marketing Digital

- How Google Works - Eric Schmidt
  https://www.amazon.com/How-Google-Works-Eric-Schmidt/dp/1455582344
- Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World - Gary Vaynerchuk
  https://www.amazon.com/Jab-Right-Hook-Story-Social/dp/006227306X/ref=sr_1_1
- Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions - Tim Ashhttp://www.amazon.com/Landing-Page-Optimization-Definitive-Conversions/dp/0470610123
- Curation: The power of selection in a world of excess
  https://www.amazon.com/Curation-power-selection-world-excess-ebook/dp/B018R3FIXU/ref=sr_1_1
- Google Adwords certification https://support.google.com/partners/answer/3154326

Business Intelligence

- https://www.tableau.com/es-es/learn/training
- http://downloads.tableau.com/quickstart/main-guides/es-es/desktop_getstarted7.0.pdf
- https://www.tableau.com/es-es/products/trial