

Digital Marketing

Code: 104741
ECTS Credits: 6

Degree	Type	Year	Semester
2503873 Interactive Communication	OB	3	2

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Prerequisites

No previous requirements are necessary to take this subject.

Objectives and Contextualisation

- To introduce students to the study of the main digital marketing strategies for products, services and brands in the field of communication.
- To deepen the analysis of the digital ecosystem and the use of the main digital marketing applications: platforms, techniques and web resources.
- Address reflections on the user profile (prosumer) and their main habits of use and consumption of digital communication products.
- Know and analyse the main trends in the sector and their application: Inbound marketing, advergames, brand journalism, blog marketing, storytelling, e-business, mobile marketing, e-commerce, from a professional perspective.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Plan, implement, analyse and evaluate social-media marketing campaigns and implement automation systems in management.
- Search for, select and rank any type of source and document that is useful for creating messages, academic papers, presentations, etc.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse reports on internet and mobile data.
3. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.
4. Analyse the sex-/gender-based inequalities and gender bias in one's own area of knowledge.
5. Analyse the situation of the market and consumers to plan online marketing campaigns.
6. Assess the impact and results of the digital marketing campaigns designed.
7. Communicate using language that is not sexist or discriminatory.
8. Consider how gender stereotypes and roles impinge on the exercise of the profession.
9. Create measurement strategies.
10. Critically analyse the principles, values and procedures that govern the exercise of the profession.
11. Cross-check information to establish its veracity, using evaluation criteria.
12. Distinguish the salient features in all types of documents within the subject.
13. Evaluate the impact of problems, prejudices and discrimination that could be included in actions and projects in the short or medium term in relation to certain people or groups.
14. Identify situations in which a change or improvement is needed.
15. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
16. Interpret and discuss documents on the main theories of marketing.
17. Plan and conduct academic studies in the field of digital marketing.
18. Present a summary of the studies made, orally and in writing.
19. Present projects and services to instructors and co-learners.
20. Propose new methods or well-founded alternative solutions.
21. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
22. Propose projects and actions that incorporate the gender perspective.
23. Propose viable projects and actions to boost social, economic and environmental benefits.
24. Submit course assignments on time, showing the individual and/or group planning involved.
25. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

The contents of the course will be oriented towards theoretical and practical knowledge of the different main aspects of digital marketing today. Mainly:

- Introduce students to the main concepts of digital marketing, determination of KPIs, analytics and measurement.
- To learn about SEO and SEM positioning strategies
- Definition of Social Media actions, Inbound marketing, content, advergames and Storytelling.
- Configuring and executing email marketing, lead capture and CRM actions.
- Introduction to the concepts of e-commerce, automation marketing and revenue generation (AdSense, Affiliate Marketing...).

However, the detailed calendar with the content of the different sessions will be available on the day of the presentation of the course. It will also be posted on the Virtual Campus where students can find the detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper monitoring of the subject.

Methodology

The subject consists of a theoretical part and a practical part that will be developed in person.

During the theory, there will be an introduction to the main concepts of digital marketing, which will be complemented with compulsory readings and digital resources.

Subsequently, the practical activity will be developed during the seminar, always related to the theoretical class taught, which will be placed in the context of the development of a digital marketing plan that will be delivered during the last sessions of the course, as well as the development of the individual practice.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	15	0.6	2, 5, 12, 16
Practical workshop	17	0.68	5, 6, 9, 17
Seminars	16	0.64	2, 18, 16, 17, 24, 19
Type: Supervised			
Analysis, approach and oral presentation of real cases and case studies.	4	0.16	11, 12, 19
Tutorial	3	0.12	6, 11
Type: Autonomous			
Oral presentations	4	0.16	6, 12, 18
Personal study	15	0.6	2, 5, 11, 12, 16
Preparation of works & practices	37	1.48	2, 5, 6, 9, 12, 18, 16, 17
Reading	4	0.16	2, 5, 11, 12, 16

Assessment

To pass the course you must pass each and every one of the assessment activities, which consist of:

- Individual theoretical test: 40% of the final grade.
- Final group practical work: 50% of the final grade.
- Individual practice: 10% of the final grade

Attendance to seminar classes is compulsory and students are only allowed to miss 20% of the sessions.

The grades of the evaluable tests will be posted on the Virtual Campus.

Students will have the right to recover the subject if they have been evaluated on all the activities, the weight of which is a minimum of 2/3 of the total grade of the subject. To do so, they can take a theoretical and/or practical exam (for the final work and individual practice) during the last weeks of the course.

Students who do not take any of the examinations or the make-up exams will be graded as not assessable.

In the case of second enrolment, students will be able to take a single synthesis test consisting of a theoretical and practical exam.

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

The teaching methodology and assessment proposed in the guide may undergo some modification depending on the restrictions imposed by the health authorities.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final group practical work	50%	20	0.8	10, 3, 2, 4, 6, 7, 11, 9, 18, 15, 17, 24, 19, 21, 22, 23, 8, 13
Individual theory exam	40%	10	0.4	10, 2, 5, 4, 7, 12, 16
Individual work	10%	5	0.2	1, 11, 12, 14, 16, 25, 20

Bibliography

Kotler, Philip., Kartaya, Hermawan. & Setiawan, Iwan. (2016). Marketing 4.0: transforma tu estrategia para atraer al consumidor digital. John Wiley & sons 2ª Ed.

Sáinz de Vicuña Ancín, Jose Maria. (2021). *El plan de marketing digital en la practica* (23rd ed.). Madrid: ESIC.

Maciá Domene, Fernando. (2020). *Seo avanzado*. Madrid: Anaya Multimedia.

Chaffey, Dave, & Ellis-Chadwick, Fiona. (2020). Digital marketing. Harlow: Pearson.

Fagundo, Antonio., Bastón, Rubén. & Hernández, Valentín. (2021). Ecommerce. Cómo montar una tienda online... ¡y que venda!. Madrid: Anaya Multimedia.

Díaz-Aroca, Esmeralda, & Martínez Caldach, David. (2017). *Social selling*. Madrid: Altom Service.

Fundamentos de Marketing Digital Google: <https://learndigital.withgoogle.com/activate/course/digital-marketing>

Google Analytics Individual Qualification:
<https://skillshop.exceedlms.com/student/path/2934-google-analytics-individual-qualification#:~:text=Google%20A>

Certificación de Google Ads:
https://skillshop.exceedlms.com/student/catalog/list?category_ids=2844-google-ads-certifications

Certificación de Facebook: <https://es-es.facebook.com/business/learn/certification>

Software

Especially free online and office tools will be used.