

Digital Marketing

Code: 106685
ECTS Credits: 6

Degree	Type	Year	Semester
2501232 Business and Information Technology	OB	3	2

Contact

Name: Roger Pladellorens Pertegaz
Email: roger.pladellorens@uab.cat

Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

Montserrat Guerrero Gonzalez

Prerequisites

It is recommended that the student has taken the subject BUSINESS ECONOMICS of the first course.

Objectives and Contextualisation

Marketing, and by extension digital marketing, are a basic subject within the studies of the Degree in Business and Technology, because it trains the student in central aspects of business management and, specifically, of the management of the marketing department, which is a fundamental piece within the commercial area of the company.

Training in commercial management and digital marketing is necessary for a correct job placement of a graduate in Business and Technology in companies from different productive and services sectors. With the digitization process that our society has undergone, and which will continue to live, it is essential to know the tools and tasks to be carried out within the digital marketing ambit.

In all these situations, the student must have a broad vision of business management, in order to carry out their work efficiently and grow within the structure of the organization. In the degree of Business and Technology, this subject of Digital Marketing combines the main elements of both online marketing and offline marketing, in order to give the student a 360° vision of this subject.

At the end of the digital marketing course the student must be able to:

- Understand and know how to value the main concepts and tools of digital marketing and marketing.
- Understand the importance of marketing in the company and in society.

- Carry out an internal and external analysis of the company and determine a diagnosis of the commercial situation, both online and offline.
- Know the different competitive marketing strategies, both operational and digital.
- Interrelate marketing/commercial decisions with the rest of decisions in the other functional areas of the company.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Analysing, diagnosing, supporting and taking decisions in terms of organisational structure and business management.
- Demonstrating a comprehension of the principles, structure, organisation and inner workings of companies and organisations.
- Demonstrating creativity and initiative.
- 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 collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.

Learning Outcomes

1. Analyse the characteristics of digital consumers and develop appropriate targeting strategies.
2. Appropriately drawing up technical reports according to the customer's demands.
3. Carry out social media marketing plans by identifying the right platforms for the target audience.
4. Carrying out different oral presentations for different audiences.
5. Communicate using language that is not sexist.
6. Communicating with experts of other fields and non-experts.
7. Demonstrating creativity and initiative.
8. Describe the role of search engines within digital marketing and develop appropriate SEM strategies.
9. Develop critical thinking and reasoning.
10. Develop tactical and strategic digital marketing plans.
11. Evaluate the political and ethical issues surrounding digital media and their relationship to business objectives.
12. Propose projects and actions in accordance with the principles of ethical responsibility and respect for fundamental rights, diversity and democratic values.
13. Propose projects and actions that incorporate the gender perspective.
14. 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.
15. Students must be capable of searching and analysing information of different sources.
16. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
17. Understand the competitive advantage that digital marketing provides to organisations.
18. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.

Content

1. Introduction to Marketing and Commercial Planning: Macro and micro-environment, commercial planning.
2. Market research and commercial research.
3. Market analysis, demand and consumer behaviour: Segmentation, positioning...
4. Customer management with CRM (salesforce), user experience, web analytics.
5. Design of strategies: Competitive, growth...
6. Marketing-Mix: Product and brand, price, distribution and communication.
7. Marketing in digital media: SEO/SEM positioning, inbound marketing, web marketing, email marketing, mobile marketing.
8. E-commerce and marketplaces: E-commerce.
9. New functions derived from digital marketing: Community manager, Social media marketing.
10. New trends and players in digital marketing: Metavers, omnichannel campaign tracking.

Methodology

The subject of Digital Marketing will use a combination of teaching methodologies in order to promote learning by the student:

- 1) Master classes: In these sessions the teachers will develop the main concepts and notions of the subject.
- 2) Work sessions focused on a practical case: The case methodology will be used to better understand the different concepts and models worked on in the master sessions. Students will receive a case on which they will have to make a report that will be subject to discussion in class.
- 3) Realisation of practical activities and exercises: The students will have to resolve autonomously or with small groups of work the practices and exercises proposed. Some of these activities will be carried out in the classroom and others will not.
- 4) Complementary activities: Reading of press articles or recensions of books that contribute to illustrate and clarify relevant aspects of the content of the subject.
- 5) Personal tutorials: The student will have a few hours where the teachers of the subject will be able to help him/her to solve the doubts that arise in the study of the subject and/or in the resolution of the problems.

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			
Practice classes	20	0.8	11, 6, 5, 7, 8, 10, 3, 17, 4, 12, 13, 2, 15, 18
Theory Classes	32.5	1.3	1, 11, 8, 9, 3, 17, 12, 13, 16, 2, 15, 18
Type: Supervised			
Tutorials	27.5	1.1	4, 12, 16

Type: Autonomous

Activities and practice cases	38	1.52	1, 6, 5, 7, 10, 3, 12, 13, 14, 2, 15
Study	30	1.2	9, 17, 16

Assessment

- 1) Final exam: 50% of the grade
- 2) Attendance, participation and exercises: 15% of the grade
- 3) Team work (written report): 35% of the grade

The student must take a minimum grade of 4 in the exam (written test) in order to calculate the average grade of the course. In this case, it will pass the subject if its grade in the whole of the components of the evaluation is 5 or higher; and otherwise you will have the right to go to recovery in the terms that can be seen below.

If the grade of the exam is less than 4, but by calculating the average obtained more than 5, you can also take the recovery test, in the misunderstanding that if you do not pass it, the final grade of the subject will be that of the final test.

The student will be considered as "not evaluable" as long as he has not participated in any of the evaluation activities. Therefore, if a student carries out ANY of the evaluative activities can no longer be considered as "not evaluable".

Calendar of evaluation activities:

The dates of the different evaluation tests (partial exams, exercises in the classroom, delivery of works, ...) will be announced well in advance during the semester.

The date of the final exam of the subject is scheduled in the examination calendar of the Faculty.

"The programming of the evaluation tests cannot be modified, unless there is an exceptional reason and duly justified by which an evaluation act cannot be carried out. In this case, the people responsible for the degrees, after consultation with the teaching staff and the affected students, will propose a new programming within the corresponding academic period." Section 1 of Article 115. Calendar of evaluation activities (UAB Academic Regulations)

Students of the Faculty of Economics and Business who, in accordance with the previous paragraph need to change an evaluation date, must submit the request by filling out the Application for rescheduling test https://eformularis.uab.cat/group/deganat_feie/reprogramacio-proves

Procedure of review of the qualifications:

Coinciding with the final exam, the day and means in which the final grades will be published will be announced. In the same way, the procedure, place, date and time of the review of exams will be informed in accordance with the regulations of the University.

Recovery Process:

"To participate in the recovery process, students must have been previously evaluated in a set of activities that represent a minimum of 10 thirds of the total grade of the subject or module." Section 3 of Article 112 ter. Recovery (UAB Academic Regulations). Students have obtained an average grade of the subject between 3.5 and 4.9.

The date of this test will be scheduled in the examination calendar of the Faculty. The student who presents and passes it will pass the subject with a grade of 5. Otherwise you will keep the same note.

Irregularities in evaluation acts

Notwithstanding other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "in the event that the student makes any irregularity that may lead to a significant variation in the grade of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that can be instructed. In case of several irregularities in the evaluation acts of the same subject, the final grade of this subject will be 0". Section 10 of Article 116. Evaluation results. (UAB Academic Regulations)

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance, participation and exercises	15%	0	0	1, 11, 6, 5, 7, 8, 9, 10, 3, 17, 4, 12, 13, 16, 14, 2, 15, 18
Exam	50%	2	0.08	11, 5, 7, 8, 9, 17, 12, 16, 14, 2, 18
Team work	35%	0	0	1, 11, 6, 5, 7, 8, 9, 10, 3, 17, 4, 12, 13, 14, 2, 15, 18

Bibliography

- BASIC

DE-JUAN-VIGARAY, MARÍA D.: "Fundamentos de Marketing", Ed. Publicacions de la Universitat d'Alacant, 2017.

- COMPLEMENTARY:

M. SANTESMASES, M^a J. Merino, J. Sanchez y T. Pintado: "Fundamentos de Marketing", Ed. Pirámide (2009), 1^a edición adaptada al EEES.

KOTLER P., ARMSTRONG (2009) Introducción al Marketing (3^a ed.) Pearson - Prentice Hall.

ÁGUEDA ESTEBAN Y J.A. MONDÉJAR (2015) "Fundamentos de marketing" ESIC 2^a Edición.

ÁGUEDA ESTEBAN Y CARLOTA LORENZO (2013) "Dirección Comercial" ESIC 1^a Edición.

MUNUERA, J.L. Y A.I RODRIGUEZ (2012) Estrategias de Marketing. ESIC Ediciones.

SAIZ DE VICUÑA, JM^a (2009) El Plan de Marketing en la Práctica ESIC Ediciones.

Software

Advanced knowledge of microsoft office and easy learning with tools linked to new technologies is recommended.