

## Digital Marketing

Code: 106685  
ECTS Credits: 6

**2025/2026**

Degree	Type	Year
Business and Information Technology	OB	3

### Contact

Name: Joan Llonch Andreu  
Email: joan.llonch@uab.cat

### Teaching groups languages

You can view this information at the [end](#) of this document.

### 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.

## Learning Outcomes

1. CM05 (Competence) Develop tactical and strategic digital marketing plans.
2. CM07 (Competence) Develop digital positioning strategies of aligned with the objectives of an organisation.

## 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. Design of strategies: Competitive, growth...
5. Customer management with CRM (salesforce), user experience, web analytics and data visualization (Looker Studio or Power BI)
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.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practice classes	20	0.8	
Theory Classes	32.5	1.3	
Type: Supervised			
Tutorials	27.5	1.1	
Type: Autonomous			
Activities and practice cases	38	1.52	
Study	30	1.2	

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.

## Assessment

### Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance, participation and exercises	15%	0	0	CM05, CM07
Exam	50%	2	0.08	CM05, CM07
Team work	35%	0	0	CM05, CM07

***This subject/module does not offer the option for comprehensive evaluation.***

- 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](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)

## **Bibliography**

### **- BASIC**

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

### **- COMPLEMENTARY:**

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

KOTLER P., ARMSTRONG (2009) Introducción al Marketing (3<sup>a</sup> ed.) Pearson - Prentice Hall.

ÁGUEDA ESTEBAN Y J.A. MONDÉJAR (2015) "Fundamentos de marketing" ESIC 2<sup>a</sup> Edición.

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

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

SAIZ DE VICUÑA, JM<sup>a</sup> (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.

## Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PAUL) Classroom practices	201	Catalan	second semester	morning-mixed
(TE) Theory	20	Catalan	second semester	morning-mixed