

Digital Marketing

Code: 45434

ECTS Credits: 10

2025/2026

Degree	Type	Year
Marketing	OB	1

Contact

Name: Maria Teresa Obis Artal

Email: teresa.obis@uab.cat

Teachers

Montserrat Guerrero Gonzalez

Jordi Gamundi Ballbe

Teaching groups languages

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

Prerequisites

This subject has no prerequisites.

Objectives and Contextualisation

The new scenarios of the information and knowledge society in which we find ourselves require a new approach to the design, planning and direction of marketing actions.

This module is proposed:

That the student knows and knows how to use techniques in the field of marketing in order to develop the marketing and technological competencies and skills necessary to analyze and implement digital marketing strategies.

Competencies and abilities

- Know how to promote an organization's website through SEO and SEM strategies.
- Carry out lead acquisition and loyalty campaigns.
- Design Inbound Marketing strategies as well as the associated content plan.
- Build and maintain the database of clients and potential clients (CRM).

- Analyze the data obtained to optimize the results.
- Identify new trends in marketing.

Results

- Develop creative skills in web development.
- Develop creative skills in web creation.
- Develop strategic marketing skills.
- Focus resources on business objectives.
- Evaluate the results to implement specific actions.
- Develop the analytical spirit to stop making reports and delve deeper into the analysis.

Competencies

- Demonstrate extensive knowledge of commercial communication tools in their current context.
- Develop communication skills in oral presentations before critical audiences.
- Develop management and leadership skills.

Learning Outcomes

1. CA12 (Competence) Design digital marketing actions adapted to BTC (business-to-consumer) and BTB (business-to-business) contexts.
2. CA13 (Competence) Develop digital marketing actions that seek to optimise business results in strategies to attract new customers and build customer loyalty.
3. KA18 (Knowledge) Identify the most relevant digital tools in the context of today's marketing.
4. KA19 (Knowledge) Describe the operation and characteristics of the new business information and communication tools in the digital environment.
5. KA20 (Knowledge) Recognise the role that new digital marketing tools play in a business organisation's marketing plan.
6. SA18 (Skill) Discriminate the effectiveness of data analysis tools in measuring the performance of a digital marketing strategy.
7. SA19 (Skill) Distinguish the structure and key elements of a digital marketing plan in small and medium-sized businesses.

Content

A) Trends in Marketing (2.5 ECTS, Jordi Gamundi)

Contents:

1. Future Marketing Thinking
2. Innovation and new technologies applied to marketing
3. The new types of marketing and the marketing director of the future
4. New trends in the marketing mix.

B) Electronic Commerce (2.5 ECTS, Teresa Obis)

Contents

1. E-commerce: basics
2. Creation of a website and virtual store: hosting, domain, technology, etc.
3. Evaluation of the websites created by course classmates.

C) Digital Marketing (2.5 ECTS, Montse Guerrero)

Contents

1. Network analysis: Natural Positioning (SEO).
2. Advertise on the Internet: Advertising in search engines, social ads and marketpalces
3. Analysis of web actions through Google Analytics.
4. Definition of Inbound Marketing strategies. Content marketing. Social networks.
5. Email marketing. Carry out lead capture and customer retention campaigns.
6. KPIs. Dashboards.

D) Interactive Marketing (2.5 ECTS, Montse Guerrero)

Contents

1. CRM: Planning and management of customer relationships.
2. CRM: Main customer management models.
3. CRM: workflows and automations.
4. Recommendation models in digital marketing.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes, discussion of cases and presentation of works	75	3	
Type: Supervised			
Tutorials and monitoring of the work to be carried out and the cases to be prepared	30	1.2	
Type: Autonomous			
Related readings, preparation of cases and practices, study and preparation of outline	95	3.8	

A set of different methodologies will be used: master classes, discussion of practical cases and exercises.

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
Individual evaluation exercises	20%	10	0.4	CA12, CA13, KA18, KA19, KA20, SA18, SA19
Attendance and participation in class discussions	20%	10	0.4	CA12, CA13, KA18, KA19, KA20, SA18, SA19
Practical or group exercises (creation of a Virtual Store, a CRM or business intelligence system, depending on the case)	60%	30	1.2	CA12, CA13, KA18, KA19, KA20, SA18, SA19

A. General module evaluation standards

This module is structured into different parts that are taught by different teachers. The final grade of the module consists of the average of the grades of each subject or parts that make up the module.

The module is considered to have been approved if:

- 1- the grade for each part of the module is greater than or equal to 4.5 (on a scale from 0 to 10) and
- 2- the final grade of the module is greater than or equal to 4.5 (on a scale of 0 to 10)

If the module is not approved, the master's coordination will offer the student the possibility of re-evaluating the parts that make up the module and that have not been passed if the grade is greater than or equal to 3.5, according to the professors' assessment. of the modules and coordination. If the student passes the reevaluation, the maximum grade he or she will obtain in the reevaluated part will be 5. The reevaluation schedule will be made public along with the list of module grades.

The student will have a grade of Not Evaluated if he does not attend at least 80% of the face-to-face classes (a control will be kept with a signature sheet) or if he does not carry out at least 50% of the continuous evaluation activities. Each teacher will specify in this guide the way in which they will evaluate the students.

If not specified in the guide, these evaluation standards will be delivered on the first day of class in writing.

Specifically, the evaluation of the module is based on the following criteria:

- Attendance (20%): This criterion is configured with the control of attendance and participation in the face-to-face sessions corresponding to the four parts (A,B,C and D) that make up the module.
- Individual exercises (20%): This criterion is configured with the tests proposed by each teacher in their part (A, B, C or D) in a uniform manner.
- Practical or group exercises (60%): This criterion is configured with the tests proposed by each teacher in their part (A, B, C or D) in a uniform manner.

B. Calendar of evaluation activities

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

The date of the final exam of the subject is scheduled in the Faculty's exam calendar. "The programming of the evaluation tests cannot be modified, unless there is an exceptional and duly justified reason why an evaluation cannot be carried out. In this case, the people responsible for the degrees, after consulting the teaching staff and to the affected students, they will propose a new programming within the corresponding school 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 Test Rescheduling Request document at the following link: https://eformularis.uab.cat/group/deganat_feie/test-rescheduling-request

Grade Review Procedure

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 exam review will be informed in accordance with the University regulations. Recovery Process "To participate in the recovery process, students must have been previously evaluated in a set of activities that represents a minimum of two thirds of the total grade for the subject or module." Section 3 of Article 112 ter. Recovery (UAB Academic Regulations). Students must have obtained an average grade for the subject between 3.5 and 4.9.

The date of this test will be scheduled in the Faculty's exam calendar. The student who appears and passes it will pass the subject with a grade of 5. Otherwise, the same grade will be maintained.

Irregularities in evaluation acts

Without prejudice to other disciplinary measures that may be 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, it will be graded with a 0." this evaluation act, regardless of the disciplinary process that may be instituted. In the event that various irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0". Section 10 of Article 116. Evaluation results. (UAB Academic Regulations)

Use of Artificial Intelligence (AI) Technologies

For this course, the restricted use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as bibliographic or information searches, text correction, or translations. Students must clearly identify which parts have been generated using this technology, specify the tools used, and include a critical reflection on how these tools have influenced the process and the final outcome of the activity. Lack of transparency in the use of AI in an assessable activity will be considered a breach of academic integrity and may result in partial or total penalization of the grade for the activity, or more severe sanctions in serious cases.

Bibliography

Parte A: Nuevas tendencias en Marketing

Colon G. (2016). "Disruptive marketing: what growth hackers, data punks and other hybrid thinkers can teach us about navigating the new normal" Amazon books

Ito J. & Howe J. (2016). "Whiplash: how to survive our faster future" Grand Central Publishing

Jonhson N. (2015). "The future of marketing: strategies from several leading brands" FT press

Kawasaki G. (2011). "Enchantment: the art of changing hearts, mind and actions" Penguin publishing group

Kotler P., Kartaya H. & Setiawan I. (2016). "Marketing 4.0: moving from traditional to digital" John Wiley & sons

Navarro, F. Martínez, A. y Martínez, J. M. (2019). Realidad virtual y realidad aumentada: desarrollo de
Navarro, F. Martínez, A. y Martínez, J. M. (2019). Realidad virtual y realidad aumentada: desarrollo de aplicaciones. Ediciones de la U.
<https://elibro.net/es/ereader/uab/127127?page=1>

Parker G., Van Alstyne M. & Chondary S. (2016). "Platform Revolution: how networked markets are transforming the economy" W.W. Norton & Co

Parte B: Comercio electrónico

Asociación Española de la Economía digital. (2011). Libro blanco del comercio electrónico. Madrid: Asociación Española de Comercio Electrónico y Marketing Relacional.
Retrieved from <http://libros.metabiblioteca.org/handle/001/243>

Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions - Tim Ash
<http://www.amazon.com/Landing-Page-Optimization-Definitive-Conversions/dp/0470610123>

Page, R. (2012). Website Optimization: An Hour a Day (Edición: 1). Sybex.

Turban, E., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2015). Electronic Commerce - A Managerial and Social Networks Perspective. Springer Berlin Heidelberg.

Turban, E., Strauss, J., & Lai, L. (2015). Social Commerce:Marketing,Technology and Management. Springer.

Turban, E., Whiteside, J., King, D., & Outland, J. (2017). Introduction to Electronic Commerce and Social Commerce (4th ed. 2017 edition). New York, NY: Springer.

Parte C: Marketing Digital

Google Adwords certification: <https://support.google.com/partners/answer/3154326>

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

Kaushik, A. (2009). Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity (1 edition). Indianapolis, IN: Sybex.

Martínez Polo, J. M. Martínez Sánchez, J. y Parra Meroño, M. C. (2015). Marketing digital: guía básica para digitalizar tu empresa. Editorial UOC. <https://elibro.net/es/ereader/uab/57864>

Martin-Guart, R. y Botey López, J. (2020). Glosario de marketing digital. Editorial UOC.
<https://elibro.net/es/ereader/uab/167260>

Sainz, D. V. A. J. M. (2018). El plan de marketing digital en la práctica. ProQuest Ebook Central
<https://ebookcentral.proquest.com>

Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days
<https://www.amazon.com/Sprint-Solve-Problems-Test-Ideas/dp/150112174X>

Website Optimization: An Hour a Day - Rich Page

http://www.amazon.es/Website-Optimization-An-Hour-Day-ebook/dp/B007XLTQOQ/ref=sr_1_fkmr0_1

Parte D: Estrategia Digital

Evert Gummesson (2012): "Total Relationship Marketing", Routledge Publishing

Francis Butle and Stan Maklan (2015): "Customer Relationship Management: Concepts and Technologies", 3rd Edition, Routledge Publishing.

https://books.google.es/books?id=slGhBgAAQBAJ&lpg=PR6&ots=RtDwKsT_j&dq=Francis%20Butle&hl=ca&pg

Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising

https://www.amazon.com/Growth-Hacker-Marketing-Primer-Advertising/dp/1591847389/ref=pd_lpo_sbs_14_t_0

Kumar & Werner Reinartz (2018): "Customer Relationship Management: Concept, Strategy, and Tools", 3rd Edition, Springer Publishing

Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity

<https://www.amazon.com/Web-Analytics-2-0-Accountability-Centricity/dp/0470529393>

Software

WePanel (cPanel).

Wordpress.

Google Analytics.

Google Ads.

Salesforce.

Screaming Frog.

Mail Chimp.

Redes sociales: Facebook, Youtube, Twitter, Tik Tok, Instagram, Pinte

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
(TEm) Theory (master)	1	Spanish	second semester	afternoon