

Degree programme	Type	Course
Interactive Communication	OB	3

Contact lecturer

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Teaching staff

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Group languages

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

Prerequisites

No previous requirements are necessary to take this subject.

Objectives

- 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.

Learning outcomes

1. Present a summary of the studies made, orally and in writing.
2. Distinguish the salient features in all types of documents within the subject.
3. Cross-check information to establish its veracity, using evaluation criteria.
4. Submit course assignments on time, showing the individual and/or group planning involved.
5. Analyse reports on internet and mobile data.
6. Create measurement strategies.
7. Interpret and discuss documents on the main theories of marketing.
8. Plan and conduct academic studies in the field of digital marketing.

9. Present projects and services to instructors and co-learners.
10. Analyse the situation of the market and consumers to plan online marketing campaigns.
11. Assess the impact and results of the digital marketing campaigns designed.
12. Identify situations in which a change or improvement is needed.
13. Propose new methods or well-founded alternative solutions.
14. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
15. Propose viable projects and actions to boost social, economic and environmental benefits.
16. 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.
17. Propose projects and actions that incorporate the gender perspective.
18. Communicate using language that is not sexist or discriminatory.
19. Critically analyse the principles, values and procedures that govern the exercise of the profession.
20. 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.
21. Analyse the sex-/gender-based inequalities and gender bias in one's own area of knowledge.
22. Consider how gender stereotypes and roles impinge on the exercise of the profession.
23. Analyse a situation and identify its points for improvement.
24. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.
25. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.

Contents

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.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Analysis, approach and oral presentation of real cases and case studies.	4	0.16	2, 3, 9
Preparation of works & practices	37	1.48	1, 2, 5, 6, 7, 8, 10, 11
Lectures	15	0.6	2, 5, 7, 10
Reading	4	0.16	2, 3, 5, 7, 10
Oral presentations	4	0.16	1, 2, 11
Seminars	16	0.64	1, 4, 5, 7, 8, 9
Personal study	15	0.6	2, 3, 5, 7, 10
Tutorial	3	0.12	3, 11
Practical workshop	17	0.68	6, 8, 10, 11

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.

Fifteen minutes of a class will be set aside, within the schedule established by the center/degree program, for students to complete the surveys evaluating the performance of the teaching staff and the course/module.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

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

In order to pass the course, students must choose one of the following 3 options:

1.- Continuous assessment

Continuous assessment involves compulsory class attendance, with a maximum absenteeism of 20% of the seminars. In order to pass it, the following tests must be passed, being necessary to obtain at least a 5 in each of the tests, in order to obtain an average. If this is not the case, the course will be failed and the student will have to take a make-up exam.

A) 40% Individual theory exam

B) 50% Final group practical project (digital marketing plan)

C) 10% Individual practice

2. Single assessment

If you wish to opt for the single assessment, class attendance is recommended but not compulsory and you must pass the following tests, being necessary to obtain at least a 5 in each of the tests, in order to get an average. If this is not the case, the course will be failed and the student will have to take a make-up exam.

A) 40% Individual theory exam

B) 50% Final individual practical work (digital marketing plan)

C) 10% Individual practice

The single evaluation, both the theoretical exam and the delivery of the practical exercises, will take place on 16/06/2027.

3.- Synthesis test

In the case of second registration students, they can opt for the synthesis test. This will be a final exam where theoretical and practical knowledge will be evaluated. This exam will take place on the day of the recovery and will be the same exam as the recovery of the rest of the students, not opting for an extraordinary recovery.

Students will have the right to retake the course if they have been evaluated on all the activities, the weight of which is at least 2/3 of the total grade of the course. To do so, they will be able to take a theoretical and/or practical exam during the last weeks of the course.

The recovery will take place on 16/06/2027 and students will have to pass the evaluable parts with a minimum mark of 5 in each of them in order to be able to take the average:

A) 40% Individual theoretical exam

B) 50% Final individual practical work (digital marketing plan)

C) 10% Individual practice

Dates are subject to change and will be confirmed both during the presentation of the course and on the virtual campus.

The grades obtained can be consulted on the Virtual Campus.

Students who do not take any of the evaluable tests or the recovery will be graded as not evaluable.

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

Bibliography

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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. (s. f.). Google.

<https://learndigital.withgoogle.com/activate/course/digital-marketing>

Google Analytics Academy. (s. f.). <https://analytics.google.com/analytics/academy/>

Google Ads Certifications: Google. (s. f.).

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

Certificació de Meta. (s. f.). <https://es-es.facebook.com/business/learn/certification>

Software

Especially free online and office tools will be used.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	6	Catalan/Spanish	second semester	afternoon
(SEM) Seminars	61	Catalan/Spanish	second semester	afternoon
(SEM) Seminars	62	Catalan/Spanish	second semester	afternoon