

Degree programme	Type	Course
Marketing	OB	1

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

This subject has no prerequisites.

Objectives

The new scenarios of the information and knowledge society require an updated approach to the design, planning and management of marketing actions.

This module aims to enable students to understand and use current marketing tools, techniques and approaches in order to develop the skills needed to analyse, design and implement digital and interactive marketing strategies.

Skills and abilities

- Identify new trends in marketing and understand their impact on business strategy.
- Understand the fundamentals of e-commerce and the creation of customer-oriented digital environments.
- Promote an organisation's website through SEO, SEM and other digital actions.
- Design inbound marketing, content and communication strategies in digital channels.
- Develop value propositions in interactive marketing environments.
- Analyse the customer journey and customer interaction with the brand.
- Understand the role of personalisation, automation and engagement in the relationship with the customer.
- Analyse the data obtained in order to evaluate results and support decision-making.

Learning outcomes

- Develop creative and strategic skills in the creation and management of digital environments.
- Develop strategic marketing skills applied to digital and interactive contexts.
- Focus resources on business objectives and on the creation of customer value.
- Evaluate results in order to implement specific improvement actions.
- Develop analytical thinking to interpret data and deepen the analysis.
- Understand how customer experience and long-term relationships contribute to marketing strategy.

Competences

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

Learning outcomes

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

Contents

This module is organised into four parts: trends in marketing, e-commerce, digital marketing and interactive marketing, each worth 2.5 ECTS. Each part will be assessed independently and will have an assigned lecturer responsible for it. Its schedule will be shown in the course calendar, which will be published two weeks before the start of the term. At the end of the term, an assessment meeting will be held to determine the module grade based on the grades obtained in the different parts that compose it. After the term teaching staff meeting, the final grades will be published.

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. Organic visibility: natural search engine optimisation (SEO) and visibility in LLMs (GEO/AEO).
- 2. Paid visibility: search advertising, social media advertising, and marketplace advertising.
- 3. Analysis of website activity using Google Analytics.
- 4. Definition of Inbound Marketing strategies. Content marketing. Social media.
- 5. Email marketing. Implementation of lead-generation and customer-retention campaigns.
- 6. KPIs. Dashboards.

D) Interactive Marketing (2.5 ECTS, Vera Butkouskaya)

Contents

- 1. Value proposition in interactive marketing.
- 2. Customer journey and brand interaction.
- 3. Personalisation, automation and engagement.
- 4. Customer experience and long-term relationships.

Learning activities and methodology

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

A range of teaching methodologies will be used: lectures, discussion of practical cases, applied exercises and student presentations.

The methodology will combine the presentation of key concepts with case-based learning, the analysis of real situations in digital and interactive marketing, and practical activities oriented towards decision-making. This approach will enable students to apply the course contents to current business contexts and develop analytical, creative and communication skills.

This subject/module does not provide for the single assessment system.

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
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
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

A. General assessment rules for the modules

This module is structured into different parts taught by different lecturers. The final grade of the module consists of the average of the grades obtained in each subject or part that forms the module.

The module is considered passed if:

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

If the module is not passed, the Master's coordination will offer the student the possibility of reassessing the parts of the module that have not been passed, provided that the grade is equal to or higher than 3.5, according to the assessment of the lecturers of the modules and the coordination. If the student passes the reassessment, the maximum grade obtained in the reassessed part will be 5. The reassessment calendar will be published together with the list of module grades.

The student will receive a grade of Not Assessed if they do not attend at least 80% of the face-to-face classes (attendance will be monitored through a signature sheet) or if they do not complete at least 50% of the continuous assessment activities. Each lecturer will specify in this guide how they will assess the students. If this is not specified in the guide, these assessment rules will be provided in writing on the first day of class.

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

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

B. Calendar of assessment activities

The dates of the different assessment activities (partial exams, in-class exercises, submission of assignments, etc.) will be announced sufficiently in advance during the semester.

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

/"The scheduling of assessment activities may not be modified unless there is an exceptional and duly justified reason why an assessment activity cannot take place. In this case, the persons responsible for the degree

programmes, after consulting the teaching staff and the affected students, will propose a new schedule within the corresponding teaching period."/ / Section 1 of Article 115. Calendar of assessment activities (UAB Academic Regulations)

Students of the Faculty of Economics and Business Studies who, in accordance with the previous paragraph, need to change the date of an assessment activity must submit their request by completing the form *Solicitud reprogramación prueba* at the following link:

https://formularis.uab.cat/group/deganat_feie/solicitud-reprogramacion-de-pruebas

Procedure for reviewing grades

Coinciding with the final exam, the date and means by which the final grades will be published will be announced. Likewise, the procedure, place, date and time for reviewing exams will be communicated in accordance with the University regulations.

Recovery process

"/In order to participate in the recovery process, students must have previously been assessed in a set of activities representing at least two thirds of the total grade of 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 examination calendar. The student who takes and passes this test will pass the subject with a grade of 5. Otherwise, the same grade will be maintained.

The completion of assessment activities is subject to the provisions set out in this course guide and in the "[Policy of the School of Economics and Business on the Detection of Irregularities during Assessment Activities](#)", which regulates the conditions under which assessment tasks are conducted and the procedures applicable in cases where indications of irregularities are detected. Students are encouraged to consult the policy.

Irregularities in assessment activities

Without prejudice to any other disciplinary measures deemed appropriate, and in accordance with the current academic regulations, *"/if the student commits any irregularity that may lead to a significant variation in the grade of an assessment activity, this assessment activity will be graded with a 0, regardless of any disciplinary proceedings that may be initiated. If several irregularities occur in the assessment activities of the same subject, the final grade of this subject will be 0."/* Section 10 of Article 116. Assessment results (UAB Academic Regulations).

Use of Artificial Intelligence (AI) technologies

The use of AI tools is allowed as part of the development of the activity, provided that the final result reflects a significant contribution by the student in terms of analysis, reflection and personal elaboration. The student must specify the tools used and include a critical reflection on their use. Lack of transparency may result in academic penalty.

Bibliography

Parte A: Nuevas tendencias en Marketing

- Belch, G. E., Belch, M. A., Guolla, M. A., Webb-Hughes, A. M., & Skolnick, H. (2021). Advertising and promotion: An integrated marketing communications perspective (Vol. 12). New York: McGraw-Hill/Irwin.
- Colon G. (2016). "Disruptive marketing: what growth hackers, data punks and other hibrid 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
- Munuera, José Luis & Rodríguez, Ana Isabel (2012). Estrategias de Marketing. ED. Esic, Madrid.
- 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>
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- 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/B007XLTKOQ/ref=sr_1_fkmr0_1

Part D: Interactive Marketing

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- Becker, L., & Jaakkola, E. (2020). Customer experience: Fundamental premises and implications for research. Journal of the Academy of Marketing Science, 48, 630-648.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2023). Marketing 6.0: The Future Is Immersive. Wiley.
- Hoyer, W. D., Kroschke, M., Schmitt, B., Kraume, K., & Shankar, V. (2020). Transforming the customer experience through new technologies. Journal of Interactive Marketing, 51, 57-71.

Software

WePanel (cPanel).

Wordpress.

Google Analytics.

Google Ads.

Salesforce.

Screaming Frog.

Mail Chimp.

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

MS Word, Excel, PowerPoint

Canva

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
(TEm) Theory (master)	1	Spanish	second semester	morning-mixed