



1.- SUBJECT									
1.1.- TOPIC (AREA OF KNOWLEDGE)	General and strategic marketing								
1.2.- NAME	Advanced marketing								
2.- LECTURER	Claudia Hernandez Virto								
3.- GENERAL DETAILS									
3.1.- TYPE	Optional								
3.2.- ECTS CREDITS	4,5								
3.3.- YEAR	Fourth								
3.4.- SEMESTER	First								
3.5.- LANGUAGE	English								
4.- GENERAL COMPETENCIES	<table border="1"> <tr> <td>CG1</td> <td>Analyse and synthesise phenomena and situations</td> </tr> <tr> <td>CG5</td> <td>Use information and communication technologies to access information sources, to communicate, to store information and as a tool for learning and investigation, etc.</td> </tr> <tr> <td>CG6</td> <td>Gather, sift, synthesise and organise material from various sources (including library, electronic and online resources), and to critically evaluate its significance.</td> </tr> <tr> <td>CG7</td> <td>Innovate and apply lateral thinking in problem solving and decision making.</td> </tr> </table>	CG1	Analyse and synthesise phenomena and situations	CG5	Use information and communication technologies to access information sources, to communicate, to store information and as a tool for learning and investigation, etc.	CG6	Gather, sift, synthesise and organise material from various sources (including library, electronic and online resources), and to critically evaluate its significance.	CG7	Innovate and apply lateral thinking in problem solving and decision making.
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5.- SPECIFIC COMPETENCIES	<table border="1"> <tr> <td>CE8</td> <td>Understand and assimilate the principles and variables that condition consumer behaviour and social group behaviour</td> </tr> <tr> <td>CE9</td> <td>Use the different types of commercial and market research, interpret and apply the results in decision making</td> </tr> </table>	CE8	Understand and assimilate the principles and variables that condition consumer behaviour and social group behaviour	CE9	Use the different types of commercial and market research, interpret and apply the results in decision making				
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6.- CONTENTS	<p>Module 1: Introduction to Advanced Marketing Overview of Advanced Marketing. Importance of Digital Marketing in the Modern Business Landscape. Trends and Emerging Technologies in Marketing.</p> <p>Module 2: Direct Advertising <i>Submodule 2.1: Google Ads</i> Setting up Google Ads campaigns Keyword research and selection Ad copywriting best practices Bidding strategies and budget management</p> <p><i>Submodule 2.2: Social Media Ads</i> Platforms for social media advertising Targeting options and audience segmentation Ad design and creative optimization Ad performance measurement and optimization</p> <p><i>Submodule 2.3: Google My Business</i> Creating and optimizing a Google My Business profile Leveraging GMB for local SEO Managing reviews and responding to customer feedback Analyzing GMB insights and data</p>								

	<p>Module 3: Google Analytics GA4 Introduction to Google Analytics GA4 Setting up Google Analytics for a website or app Understanding key GA4 metrics and dimensions Advanced data tracking and customization Analyzing user behavior and conversions Creating custom reports and dashboards Using GA4 for marketing attribution and optimization</p> <p>Module 4: Capstone Project Integrating knowledge and skills acquired throughout the course Developing and presenting an advanced marketing campaign Incorporating direct advertising and GA4 analytics Feedback and peer evaluation</p>			
7.- METHODOLOGY	<ul style="list-style-type: none"> - Theoretical lecturing combined with classroom debates and exercises, with guided resolution of case studies. - Suggested readings, videos and exercises from open-source publication, blogs, and other web resources. - Practical sessions on acquiring data and developing data visualizations and machine learning algorithms. 			
8.- LEARNING OUTCOMES	<ul style="list-style-type: none"> • Develop and optimize digital advertising campaigns using Google Ads and social media ads. • Create and manage Google My Business listings for improved local online presence. • Analyze user behavior and engagement using Google Analytics GA4. • Apply advanced marketing strategies, integrating direct advertising and analytics. • Develop a capstone marketing project and present findings effectively. 			
9.- EVALUATION CRITERIA	Criteria		Competences	Value (%)
	Practical activities and project		CG6, CE8	60%
	Attendance and class participation		CG1, CG5, CG6	20%
	Final test		CG1, CE9	20%
	General comments			
<p>- In order to be assessed in the first call, it is required:</p> <ul style="list-style-type: none"> - a minimum participation of 80% in the lab exercises and classroom lessons. - a grade equal to or higher than 40% in each assignments and exercises, including the final exam. 				
10.- BIBLIOGRAPHY	<ul style="list-style-type: none"> • Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. <i>Journal of the Academy of Marketing Science</i>, 49(1), 51-70. • Ernawati, E., Baharin, S. S. K., & Kasmin, F. (2021, April). A review of data mining methods in RFM-based customer segmentation. In <i>Journal of Physics: Conference Series</i> (Vol. 1869, No. 1, p. 012085). IOP Publishing. • Sabbeh, S. F. (2018). Machine-learning techniques for customer retention: A comparative study. <i>International Journal of Advanced Computer Science and Applications</i>, 9(2). • Aggarwal, C. C. (2016). <i>Recommender systems</i> (Vol. 1). Cham: Springer International Publishing. • Rajaraman, A., & Ullman, J. D. (2011). <i>Mining of massive datasets</i>. Cambridge University Press. • Kruschke, J. (2014). <i>Doing Bayesian data analysis: A tutorial with R, JAGS, and Stan</i>. • Martin, K. D., & Murphy, P. E. (2017). The role of data privacy in marketing. <i>Journal of the Academy of Marketing Science</i>, 45(2), 135-155. 			

- Chan, D., & Perry, M. (2017). Challenges and opportunities in media mix modelling.
- Fowler, M., & Highsmith, J. (2001). The agile manifesto. Software development, 9(8), 28-35.
- Brei, V. A. (2020). Machine Learning in Marketing: Overview, Learning Strategies, Applications, and Future Developments. Foundations and Trends® in Marketing, 14(3), 173-236.
- Gonick, L., Smith, W., & Smith, W. (1993). The cartoon guide to statistics (pp. 141-142). New York: HarperPerennial.
- Gonick, L. (2015). The cartoon guide to algebra. HarperCollins.
- Murphy, K. P. (2022). Probabilistic Machine Learning: An introduction. MIT Press.

11.- EVALUATION CRITERIA SCHEDULE	Criteria	Sep.	Oct.	Nov.	Dec.	Jan.	Total
	Class activities and projects	15%	15%	15%	15%		60%
	Class attendance, participation	5%	5%	5%	5%		20%
	Final test					20%	20%
	Total	20%	20%	20%	20%	20%	100%