

<b>1.- SUBJECT</b>		
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	<b>Operational marketing</b>	
1.2.- NAME	<b>Digital marketing</b>	
<b>2.- LECTURER</b>	<b>Jordi Morales i Gras</b>	
<b>3.- GENERAL DETAILS</b>		
3.1.- TYPE	Compulsory	
3.2.- ECTS CREDITS	6	
3.3.- YEAR	Third	
3.4.- SEMESTER	First	
3.5.- LANGUAGE	English	
<b>4.- GENERAL COMPETENCIES</b>	<b>CG6</b>	Gather, sift, synthesise and organise material from various sources (including library, electronic and online resources), and to critically evaluate its significance.
	<b>CG13</b>	Adapt to different situation and changing environments.
	<b>CG16</b>	Understand the need for lifelong learning.
<b>5.- SPECIFIC COMPETENCIES</b>	<b>CE3</b>	Use information and communication technology applied to management
	<b>CE21</b>	Design and carry out a plan to attract and/or retain customers
	<b>CE22</b>	Know and use the new marketing tools supported by new technologies: relationship marketing, direct and interactive marketing, e-commerce etc
<b>6.- CONTENTS</b>	<ol style="list-style-type: none"> <li>1) <b>DIGITAL STRATEGY</b> Introduction to the main concepts of the Digital Economy and the Strategies employed in order to develop successful Digital Marketing campaigns.</li> <li>2) <b>WEB ANALYTICS</b> Study of the main KPI's and analytical metrics of the Internet and the World Wide Web (visitors, unique and recurrente, bounce rate, CPC, CPM, CPL, etc.).</li> <li>3) <b>SEO/SEM</b> Study of the main concepts and techniques of the professional use of the Search Engines, from a technical and conceptual use. Defining and deployment of positioning and paid strategies.</li> <li>4) <b>ECOMMERCE</b> Deep analysis and study of the technical and business key concepts of the ecommerce platforms.</li> <li>5) <b>EMAIL MARKETING</b> Platforms and techniques for deploying and maintain email advertising campaigns.</li> <li>6) <b>SOCIAL MEDIA</b> Introduction to the main Social Media Channels from the point of view of a professional usage and their advertising domain.</li> </ol>	
<b>7. METHODOLOGY</b>	<ul style="list-style-type: none"> <li>- Presentation of texts and online content with an emphasis on the language of digital marketing.</li> <li>- Introduction of the possibilities that exist in the world of digital marketing on</li> </ul>	

	<p>a professional and personal level.</p> <ul style="list-style-type: none"> <li>- Analysis of digital marketing strategies that are currently being used in the business environment.</li> <li>- Practical development of a Digital Marketing Plan.</li> </ul>							
<b>8.- LEARNING OUTCOMES</b>	<ul style="list-style-type: none"> <li>- Be aware of the importance of customer loyalty and have knowledge of the loyalty-building methods.</li> <li>- Be familiar with the specific aspects of e-commerce and the opportunities it presents.</li> <li>- Identify the attributes of a product as unique selling points.</li> </ul>							
<b>9.- EVALUATION CRITERIA</b>	<b>Criteria</b>		<b>Competencies</b>				<b>Value (%)</b>	
	Group work.		CG6; CG13; CE3; CE21; CE22				30%	
	Individual mid-term written tests		CG6; CG13; CE21; CE22				40%	
	Individual written final test		CG6; CG13; CE3; CE21; CE22				20%	
	Positive attitude, attendance, and participation		CG6; CG13; CG16; CE21; CE22				10%	
	<b>General comments</b>							
	<ul style="list-style-type: none"> <li>▪ An attendance below 85% of the scheduled classes will imply a score of 0 points in that item.</li> <li>▪ Your results in this subject will be evaluated continuously at the first call. If you do not pass (because you do not show up or fail), you may do so by doing a single exam in the second call.</li> <li>▪ In the event of obtaining less than 60% in any mid-term exam, this must be retaken together with the final exam in January.</li> <li>▪ The group work will be carried out in teams (between 3 and 5 members per team). Up to 30% of the final grade will be valued and will only have value for the first call.</li> <li>▪ Optionally, students who wish to do so may participate in the dynamic presentation of case studies, which may add up to 0.5 to the final grade.</li> <li>▪ In order to pass the course, you must obtain an overall grade of 50%, and no less than 35% in each exam and group work assignment.</li> </ul>							
	<b>Comments on resits</b>							
	To pass in the second call it will only be necessary to obtain an overall grade of 50% in an individual written test.							
	<b>Comments on students from previous years</b>							
To pass in the third call and subsequent calls, it will only be necessary to pass the exam.								
<b>10.- BIBLIOGRAPHY</b>	<p>Ryan, Damian; "Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation" 3<sup>rd</sup> edition. (2014); Kogan Page Press</p> <p>Holiday, Ryan; «Confía en mí, estoy mintiendo. Confesiones de un manipulador de los medios». Empresa activa, 2013. ISBN: 8496627667</p>							
<b>11.- EVALUATION CRITERIA SCHEDULE</b>	<b>Criteria</b>		<b>Sep.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>	<b>Jan.</b>	<b>Total</b>
	Individual mid-term written tests			20%	20%			40%
	Group work				15%	15%		30%
	Individual written final test						20%	20%
	Positive attitude, attendance, and participation.		10%					10%
	[Optional] Case study presentation		From 0 to 0.5 extra points					
	<b>Total</b>							<b>100%</b>