

<b>1.- SUBJECT</b>	
1.1.- TOPIC (AREA OF KNOWLEDGE)	<b>Operational marketing</b>
1.2.- NAME	<b>Digital skills for marketing II</b>
<b>2.- LECTURER</b>	Néstor Lázaro Gutiérrez
<b>3.- GENERAL DETAILS</b>	
3.1.- TYPE	Consular
3.2.- ECTS CREDITS	3
3.3.- YEAR	Third
3.4.- SEMESTER	First
3.5.- LANGUAGE	English
<b>4.- GENERAL COMPETENCIES</b>	CG7 Innovate and apply lateral thinking in problemsolving and decisionmaking.
	CG13 Adapttodifferentsituation and changingenvironments.
	CG16 Understandtheneedforlifelonglearning.
<b>5.- SPECIFIC COMPETENCIES</b>	CE21 Design and carryout a plan toattract and/orretaincustomers
	CE22 Know and use the new marketing toolssupportedby new technologies: relationship marketing, direct and interactive marketing, e-commerceetc
<b>6.- CONTENTS</b>	<ol style="list-style-type: none"> <li>1) <b>DIGITAL ANALYTICS</b></li> <li>2) <b>GOOGLE ANALYTICS UA / GA4</b></li> <li>3) <b>INTRO TO GOOGLE TAG MANAGER</b></li> <li>4) <b>DIGITAL STRATEGY</b></li> <li>5) <b>OVERVIEW SEO/SEM</b></li> <li>6) <b>GOOGLE ADS</b></li> <li>7) <b>KEYWORD RESEARCH</b></li> <li>8) <b>GOOGLE ADS ACCOUNT STRUCTURE</b></li> <li>9) <b>BIDDING STRATEGY</b></li> </ol>
<b>7. METHODOLOGY</b>	<p>Presentation of text and online content, emphasizing the basic functions of the main analytical and advertising tools used in the digital marketing ecosystem.</p> <p>Analysis of the current digital marketing strategies employed by various industry leaders.</p>
<b>8.- LEARNING OUTCOMES</b>	Be aware of the importance of customer loyalty and have knowledge of the loyalty-building methods.
	Be familiar with the specific aspects of e-commerce and the opportunities it presents.

<b>9.- EVALUATION CRITERIA</b>	<b>Criteria</b>	<b>Competencies</b>					<b>Value (%)</b>	
	Google Ads / Analytics Certification	CG7; CG13; CE21; CE22					10	
	Partial evaluations (mid-term quizzes)	CG7; CG13; CE21; CE22					60	
	Individual final exam	CG7; CG13; CE21; CE22					20	
	Attitude, attendance and participation	CG7; CG13; CG16; CE21; CE22					10	
<b>10.- BIBLIOGRAPHY</b>	-Ryan, Damian; "Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation". 3 <sup>rd</sup> edition. (2014); Kogan Page Press							
<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>	
	Certificación de Google Ads / Analytics					10%	10%	
	Partial evaluations (mid-term quizzes)	15%	15%	15%	15%		60%	
	Individual final exam					20%	20%	
	Attitude, attendance and participation	10%						10%
	<b>Total</b>							<b>100%</b>