

<b>1.- SUBJECT</b>	
1.1.- TOPIC (AREA OF KNOWLEDGE)	<b>Operational marketing</b>
1.2.- NAME	<b>Digital skills for marketing III</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	Second
3.5.- LANGUAGE	English
<b>4.- GENERAL COMPETENCIES</b>	CG7 Innovate and apply lateral thinking in problema solving and decisión making.
	CG13 Adapt to different situation and changing environments.
	CG16 Understand the need for lifelong learning.
<b>5.- SPECIFIC COMPETENCIES</b>	CE21 Design and carry out a plan to attract and/or retain customers.
	CE22 Know and use the new marketing tolos supported by new technologies: relationship marketing, direct and interactive marketing, e-commerce, etc.
<b>6.- CONTENTS</b>	<p><b>MODULE 1: Artificial Intelligence in Marketing</b> This module provides an overview of AI in marketing, emphasizing its transformative role. Students will explore AI's use in personalized messaging and customer service, with a special focus on prompt engineering for effective AI communication. The module also includes learning practical AI applications for creating visual content, such as images and videos, equipping students with hands-on experience in modern marketing techniques.</p> <p><b>MODULE 2: Digital Marketing Platforms</b> Students will delve into the functionalities and practical applications of sales tools like LinkedIn Business, communication platforms such as WhatsApp Business, and email platforms including Mailchimp. The focus will be on comprehending how these diverse tools can be integrated and utilized in digital marketing to effectively enhance customer engagement, facilitate lead generation, and ensure efficient communication.</p> <p><b>MODULE 3: Marketing Challenge</b> Students will engage in practical digital marketing projects with real companies. This module provides hands-on experience in various digital marketing aspects, tailored to the specific needs and challenges of the businesses involved. The projects will enable students to apply and enhance their digital skills throughout the semester.</p>
<b>7. METHODOLOGY</b>	<p>Blended Learning Approach: The course will adopt a blended learning approach, where theoretical lectures will be combined with practical examples, project-based learning and hands-on activities to ensure a comprehensive understanding of digital marketing concepts and skills. Real-world Applications: Students will be able to apply their digital skills to real-world marketing scenarios through project-based learning and hands-on activities.</p> <p>Active Methodologies: Interactive lessons, inquiry-based learning, and flipped</p>

	classroom will be used to engage students in active learning and to foster critical thinking and problem-solving skills.						
<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>	
	Activities and assignments	CG7; CG13; CE21; CE22				40	
	Individual test	CG7; CG13; CE21; CE22				20	
	Final project	CG7; CG13; CE21; CE22				20	
	Attitude, attendance and participation	CG7; CG13; CE21; CE22				20	
	To be eligible for the ordinary evaluation, the following criteria must be met: 1. Attendance: A minimum attendance rate of 80% is mandatory 2. Performance: Each assignment and exercise, including the final test, should receive a grade equal to or exceeding 40%.						
<b>10.- BIBLIOGRAPHY</b>	Class materials will be available on Microsoft Teams.						
<b>11.- EVALUATION CRITERIA SCHEDULE</b>	<b>Criteria</b>	<b>Jan.</b>	<b>Feb.</b>	<b>Mar.</b>	<b>Apr.</b>	<b>May</b>	<b>Total</b>
	Class activities and assignments		10%	10%	10%	10%	40%
	Individual test					20%	20%
	Final project					20%	20%
	Attitude, attendance and participation	20%					20%
	<b>Total</b>						<b>100%</b>