

1.- SUBJECT		
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	Operational Marketing	
1.2.- NAME	Digital Marketing	
2.- LECTURER	Jordi Morales i Gras	
3.- GENERAL DETAILS		
3.1.- TYPE	Compulsory	
3.2.- ECTS CREDITS	6	
3.3.- YEAR	Third	
3.4.- SEMESTER	First	
3.5.- LANGUAGE	English	
4.- GENERAL SKILLS	CG6	Gather, sift, synthesise and organise material from various sources (including library, electronic and online resources), and to critically evaluate its significance.
	CG13	Adapt to different situation and changing environments.
	CG16	Understand the need for lifelong learning.
5.-SPECIFIC SKILLS	CE3	Use information and communication technology applied to management
	CE21	Design and carry out a plan to attract and/or retain customers
	CE22	Know and use the new marketing tools supported by new technologies: relationship marketing, direct and interactive marketing, e-commerce etc
6.- CONTENTS	<ol style="list-style-type: none"> 1) DIGITAL STRATEGY Introduction to the main concepts of the Digital Economy and the Strategies employed in order to develop successful Digital Marketing campaigns. 2) WEB ANALYTICS 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.). 3) SOCIAL MEDIA Introduction to the main Social Media Channels from the point of view of a professional usage and their advertising domain. 4) SEO/SEM 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. 5) ECOMMERCE Deep analysis and study of the technical and business key concepts of the ecommerce platforms. 6) CONTENT MARKETING Different formats and ways of generating useful and rich content in order to maximize the value of a Digital Marketing Campaign. 7) EMAIL MARKETING Platforms and techniques for deploying and maintain email advertising campaigns. 	

7. METHODOLOGY	<ul style="list-style-type: none"> - Presentation of texts and online content with an emphasis on the language of digital marketing. - Introduction of the possibilities that exist in the world of digital marketing on a professional and personal level. - Analysis of digital marketing strategies that are currently being used in the business environment. - Practical development of a Digital Marketing Plan. 							
8.- LEARNING OUTCOMES	<ul style="list-style-type: none"> - 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. - Identify the attributes of a product as unique selling points. 							
9.- EVALUATION CRITERIA	Criteria		Skills			Value (%)		
	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%		
	General comments							
	<ul style="list-style-type: none"> ▪ An attendance below 85% of the scheduled classes will imply a score of 0 points in that item. ▪ 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. ▪ In the event of obtaining less than 60% in any mid-term exam, this must be retaken together with the final exam in January. ▪ 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. ▪ 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. 							
Comments on resits								
To pass in the second call it will only be necessary to obtain an overall grade of 50% in an individual written test.								
Comments on students from previous years								
To pass in the third call and subsequent calls, it will only be necessary to pass the exam.								
10.- BIBLIOGRAPHY	<ul style="list-style-type: none"> - Ryan, Damian; "Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation" 3rd edition. (2014); Kogan Page Press - Holiday, Ryan; «Confía en mí, estoy mintiendo. Confesiones de un manipulador de los medios». Empresa activa, 2013. ISBN: 8496627667 							
11.- EVALUATION CRITERIA SCHEDULE	Criteria		Sep.	Oct.	Nov.	Dec.	Jan.	Total
	Individual mid-term written tests			20%	20%			40%
	Group work			10%	10%	10%		30%
	Individual written final test						20%	20%
	Positive attitude, attendance, and participation.		10%					10%
	Total							100%