



1.- SUBJECT	
1.1.- TOPIC (AREA OF KNOWLEDGE)	Marketing Operativo
1.2.- NAME	Digital Skillsfor Marketing II
2.- LECTURER	
3.- GENERAL DETAILS	
3.1.- TYPE	Consular
3.2.- ECTS CREDITS	3
3.3.- YEAR	Third
3.4.- SEMESTER	First
3.5.- LANGUAGE	English
4.- GENERAL COMPETENCIES	CG7 Innovate and apply lateral thinking in problemsolving and decisionmaking. CG13 Adapttodifferentsituation and changingenvironments. CG16 Understandtheneedforlifelonglearning.
5.- SPECIFIC COMPETENCIES	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
6.- CONTENTS	1) DIGITAL ANALYTICS 2) GOOGLE ANALYTICS UA / GA4 3) INTRO TO GOOGLE TAG MANAGER 4) DIGITAL STRATEGY 5) OVERVIEW SEO/SEM 6) GOOGLE ADS 7) KEYWORD RESEARCH 8) GOOGLE ADS ACCOUNT STRUCTURE 9) BIDDING STRATEGY
7. METHODOLOGY	Presentationoftext and online content, emphasizingthebasicfunctionsofthemainanalytical and advertisingtoolsused in the digital marketing ecosystem. Analysisofthecurrent digital marketing strategiesemployedbyvariousindustryleaders.
8.- LEARNING OUTCOMES	Be awareoftheimportanceofcustomerloyalty and haveknowledgeoftheloyalty-buildingmethods. Be familiar withthespecificaspectsof e-commerce and theopportunitiesitpresents.

9.- EVALUATION CRITERIA	Criteria		Competencies				Value (%)	
	Google Ads / Analytics Certification.		CG7; CG13; CE21; CE22				10	
	Partialevaluations (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		
10.- BIBLIOGRAPHY	-Ryan, Damian; "Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation" 3 rd edition. (2014); Kogan Page Press							
11.- EVALUATION CRITERIA SCHEDULE	Criteria	Sep.	Oct.	Nov.	Dic.	Ene.	Total	
	Certificación de Google Ads / Analytics					10%	10%	
	Partialevaluations (mid-term quizzes)	15%	15%	15%	15%		60%	
	Individual Final Exam					20%	20%	
	Attitude, Attendance, and Participation	10%						10%
	Total							100%