



1.- SUBJECT	
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	Marketing Operativo
1.2.- NAME	Digital Skills for Marketing III
2.- LECTURER	Néstor Lázaro - nestor.lazaro@camarabilbaoubs.com
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 problem-solving and decision-making.
	CG13 Adapt to different situations and changing environments.
	CG16 Understand the need for lifelong learning.
5.- SPECIFIC COMPETENCIES	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	<p>MODULE 1: Digital Marketing Trends Overview of current digital marketing trends and their impact on businesses Discussion of how digital marketing has evolved over the past decade</p> <p>MODULE 2: Artificial Intelligence in Marketing Understanding of AI Marketing and its capabilities Discussion of how AI tools can be used in marketing, including personalised messaging and customer service Overview of prompt engineering and its role in AI Discussion of various AI tools and their applications in digital marketing, including natural language processing, computer vision, and machine learning Advanced concepts and strategies for AI in digital marketing Practical case studies and examples Hands-on activities and group discussions</p> <p>MODULE 3: Social Commerce Overview of social commerce and its impact on businesses Discussion of key platforms and strategies for social commerce (e.g. Instagram, TikTok, influencer marketing, Shopify) Case studies of businesses successfully using social commerce to drive sales</p> <p>MODULE 4: Final Project: Students will develop a digital marketing plan for a business of their choice, incorporating the concepts and strategies covered in the course, specifically with ChatGPT, AI tools, social commerce and Shopify. The plan should include research on the target audience, identification of key performance indicators, and the use of AI tools. Students will present their plans to the class and will be</p>

	evaluated on originality, feasibility, use of AI tools and appropriateness of strategies proposed, quality of presentation and level of research conducted.
7. METHODOLOGY	<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.</p> <p>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 classroom will be used to engage students in active learning and to foster critical thinking and problem-solving skills.</p>
8.- LEARNING OUTCOMES	<p>Be aware of the importance of customer loyalty and have knowledge of loyalty-building methods.</p> <p>Be familiar with the specific aspects of e-commerce and the opportunities it presents.</p>

9.- EVALUATION CRITERIA	Criteria	Competencies	Value (%)
	Activities and assignments	CG7; CG13; CE21; CE22	40
	Partial evaluations (mid-term quizzes)	CG7; CG13; CE21; CE22	20
	Final Project	CG7; CG13; CE21; CE22	30
	Attitude, Attendance, and Participation	CG7; CG13; CG16; CE21; CE22	10

10.- BIBLIOGRAPHY	Class materials will be available on DIDA
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11.- EVALUATION CRITERIA SCHEDULE	Criteria	Feb	Mar.	Apr	May.	Jun.	Total	
	Class activities/assignments	10%	10%	10%	10%	0%	40%	
	Partialevaluations (mid-term quizzes)		10%		10%		20%	
	Final Project					30%	30%	
	Attitude, Attendance, and Participation	10%						10%
	Total							100%