



Universidad
Pontificia
de Salamanca

GUÍA DOCENTE 2022-23

DIGITAL MARKETING

Degree in MARKETING & COMMUNICATION – 3th and 4th
year

Assignment Mode: Classroom lesson

GENERAL INFORMATION

Module	Integrated marketing communications
Type	Compulsory
Number of Credits	6 ECTS
Course	Third and Forth
Semester	1
Schedule	From MONDAY 12nd SEPTEMBER 2022 until SATURDAY 17 th DECEMBER 2022
Timetable	Monday, 16:00 to 17:40 (group 1) Monday, 18:00 to 19:40 (group 2) Thursday 10:00 to 11:40 (both groups)
Language	English
Lecturer responsible for the subject	María Elena Rodríguez Benito
E-mail	merodriguezbe@upsa.es
Tutorial Schedule	Tuesday 11:00 to 13:00 Thrusday, 9:00 to 10:00

SUBJECT DESCRIPTION

This course will cover digital marketing strategy, implementation and execution, as well as considerations and trends for companies and brands. It provides a clear understanding of all digital channels and platforms: SEO, online advertising, content marketing, social media marketing, email. Marketing... Students will learn how to develop an integrated digital marketing strategy, from formulation to implementation. They will understand how digital media can be introduced into marketing and communication strategies and how they can contribute to achieving marketing and business objectives.

PREVIOUS REQUIREMENTS

Students are required to have coursed the following subjects: Marketing fundamentals.

OBJECTIVES

At the end of the course students must be able to:

- Knowing how to integrate digital media into marketing and communication strategies, understanding its possibilities and the different online advertising and marketing tools
- Develop online marketing and communication projects, including their strategy and measurement.
- Know the latest trends in communication applied to marketing, tools, applications and forms of communication

SKILLS AND COMPETENCES

Basic and general competences

CB2 Students know how to apply their knowledge to their work or vocation in a professional way and have the competence that is usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study.

Transversal key competences

CT3 - Acquisition of social, emotional, problem-solving and behavioural skills that allow the successful development of professional activity.

Specific Competences

CE21. Ability to define and implement global strategies and business models with an intensive

use of ICT, and particularly the internet, social networks and e-business systems.

CE22. Ability to select and use the software applications necessary for marketing diagnosis and analysis in the company, as well as strategic management of advanced technological resources (CRM, Business Intelligence, Data Mining, Data Warehouse, Big Data) in the area of marketing.

CE32. Be able to communicate in English in the fields of marketing and commercial communication.

CE35 Capacity to plan and execute marketing strategies in digital environments, new media and spaces for interaction between brands and consumers, as well as the performance and effectiveness of these actions.

CONTENTS

Theoretical concepts

1. Internet and its application to marketing strategy
2. Main digital marketing techniques: Search engine marketing (SEO)
3. Main digital marketing techniques: Social media and content marketing
4. Main digital marketing techniques: Online advertising (PPC & Display advertising)
5. Main digital marketing techniques: E-mail marketing
6. Digital marketing measurement & analytics
7. Digital marketing plan
8. Trends, ethical and legal challenges

There is also a mandatory book, Marketing 5.0. by Philip Kotler

Practical content

1. SEO challenge
2. Content marketing challenge
3. Online advertising challenge
4. Email marketing challenge
5. Digital marketing plan (Final group project)

METODOLOGY

Actividades	Horas
Hours of work classroom	60 (40%)
Theoretical sessions	25
Practical sessions	10
Lab practices	14
Workshops	5
Group or individual tutoring	3
Evaluation sessions	3
Hours of work out of class	90 (60%)
Self study hours	20
Homework (readings, research, case studies...)	25
Group assignments	45
Total	150

Theoretical Sessions

The teaching is developed through theoretical lessons, complemented with examples, exercises and case analysis linked to the subjects studied. In the theoretical sessions students are expected to learn the fundamentals processes and techniques of digital marketing.

Practical sessions

The practical program of this subject is based on working on different challenges related with the main techniques in online marketing. To work on these challenges, the students will form groups or work in pairs. They will be also at least 2 individual task.

Tutorials

The teacher will monitor the students' knowledge and help them with aspects covered in the subject. In addition, online tutorials will be available for any specific subject matter. In the tutorials the students

can clear the doubts and queries related to the content of the assignment, exercises, cases or other related.

EVALUATION CRITERIA

Ordinary Call

Practical part (60%)

- Continuous assessment through the monitoring of classroom work, intervention and classroom exposure: 10% of the student's final grade.
- Practical activities: laboratory practices (challenges) and problem solving, case study and readings: 50% of the student's final grade.

Theoretical part (40%):

- Final exam: will be done during the exam period. It is an objective individual test of all the knowledge developed, including quiz and essay questions (in English). 20% of the final grade.
- Online course and certification: 10% of the student's final grade
- Mandatory book: Marketing 5.0. Technology for Humanity. Kartajaya, Iwan Setiawan y Philip Kotler. 10% of the student's final grade.

The assumptions of evaluation are:

- The student who pass both parts will pass the subject in the Ordinary call of January
- The student who does not pass one of the parts of the subject will have to attend the June extraordinary call related to the failed part.

Extraordinary call

If the student has failed the practical part of the assignment, he/she must take an exam that will include case studies and exercises seen in class, as well as deliver individual projects.

If the student has failed the theoretical part, he/she must take an exam that will include questions about the theoretical content as well as the mandatory book.

The student needs to have at least 5 in each part to pass the subject.

Other considerations:

- Although the teacher will give a grade for each practice and challenges, not all will have the same weight. The teacher will explain the weighting when delivering the final grade.
- Homework, class work and exercises must be delivered on the specified dates and in the requested form. No work will be accepted that violates the dates and form.
- Plagiarism or copying will not be tolerated, meaning as such the reproduction of paragraphs of texts of which the student is not the author (Internet, books, articles, works of companions...). The original sources of information must be unmistakably cited.
- In case of detection, the practice will be directly qualified with 0.

LEARNING RESOURCES AND TUTORIAL SUPPORT

References:

You will be provided with specific resources by topic in the Moodle platform, but here you have some more generic resources for your learning.

Bibliography:

Baer, Jay. Youtility: Why Smart Marketing Is About Help Not Hype

Chaffey, Dae & Ellis-Chadwick, Fiona. Digital Marketing: Strategy, Implementation & Practice Engle, Eric. The art of SEO: Mastering Search Engine Optimization.

Godin, Seth. All Marketers Are Liars.

Godin, Seth. Permission Marketing.

Google. Search Engine Optimization. Starter Guide

Kaushik, Avinash. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. John Wiley & Sons.

Krug, Steve. Don't make me think. Li and Bernoff. Groundswell. Winning in a World Transformed by Social Technologies. 2011

Lurie, Ian. One One Trick Ponies Get Shot: How TO Succeed in the Consulting Business

Pulizz, Joe. Content INC

Weinbergermm, David. Cluetrain Manifesto

Online resources:

<https://www.aleydasolis.com/aleyda-blog/>

<https://hbr.org/>

<https://www.iab.com/>

<https://www.sethgodin.com/>

<https://www.kaushik.net/avinash/>

<https://blog.hubspot.com/>

<http://www.socialmediaexaminer.com/>

<https://www.crazyegg.com/blog/>

<https://moz.com/blog>

<http://contentmarketinginstitute.com/>

<https://ondigitalmarketing.com/learn/odm/>

<https://www.facebook.com/business/learn>

<https://skillshop.withgoogle.com/>

<https://analytics.google.com/analytics/academy/>

<https://academy.hubspot.com/>

Bibliography and resources in Spanish:

Elosegui, Tristan y Muñoz Gema (2018). El arte de medir

Macia, Fernando. (2018) Estrategias de marketing Digital

Solis, Aleyda. (2016) SEO. Las Claves Esenciales

Tayar, Ricardo (2020) CRO. Diseño y desarrollo de negocios digitales, de Ricardo Tayar

Polo, Juan Luis. Socialholic

<http://tristanelosegui.com/>

<http://www.titonet.com/>

<http://dondeestaavinashcuandoselenecesita.com/>

Moodle platform

In Moodle platform the student will find the basic materials of the subject, both the lecture notes, assigned articles and complementary resources and articles or pieces of news that help illustrate the subject.

You will also find the statements of each task that the student and normally, the tasks will be delivered through this platform.

Tutorial

There is a tutorial service schedule for 3 hours a week so that the student can receive the support he/she needs. Similarly, tutorial support can be obtained through the tools available in the Moodle space (chat, forums, etc). In addition, the student can arrange virtual tutorials through Meet with the teacher if need it. We recommend making an appointment with the teacher via email at least 24 hours before of the desired time (Monday to Friday).

PROFESSOR RESUMEE

María Elena Rodríguez is PhD from the UPSA. She is currently assistant professor in its Faculty of Communications where she teaches various subjects related to marketing and corporate communication. Her research deals with marketing sustainability and ethics, including her thesis about a new marketing model based on the Economy of the Good Common.

She has a double degree in Advertising and Audiovisual Communication at UPSA and holds three master's degrees in areas related to marketing, communication and business which are: Master in Strategic Communications (UPSA), Master in international business (CECO-ICEX) and a Masters in Information and Knowledge Society (UOC).

Specialized in Online marketing, she has developed her professional career in the digital environment and the startup sector.