DIGITAL MARKETING FOR BUSINESS

COURSE DETAILS

<table>
<thead>
<tr>
<th>Code</th>
<th>36283</th>
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<tbody>
<tr>
<td>Degree</td>
<td>Degree in Business Management</td>
</tr>
<tr>
<td>Mention</td>
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<tr>
<td>Character</td>
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<tr>
<td>Year</td>
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<td>ECTS</td>
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PROFESSORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Departament</th>
<th>Tutorials</th>
</tr>
</thead>
<tbody>
<tr>
<td>del Arroyo, Paula</td>
<td>Marketing and Market Research</td>
<td>Wednesday from 17:30 to 18:15 (By appointment)</td>
</tr>
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SUMMARY

Digital Marketing for Business is a subject that has a total of 4.5 credits. This subject is considered important in the marketing specialization. The course provides theoretical and practical training on how companies can make the most of digital marketing to meet their marketing objectives, achieve sales goals and profitability.

From this subject it is intended that students acquire a basic understanding of digital marketing fundamentals and terminology; and learn to analyse and understand the diversity and importance of digital marketing, including its most relevant channels and tools.

Students will be expected to study materials during the course and will be examined with short tests in class. In the practical part of the subject, they will be asked to complete different challenges related to the subject, which will form part of the continuous evaluation; and also participate in practical tasks during the lessons.
PRIOR KNOWLEDGE

Restriction of registration
Marketing knowledge acquired in Marketing (2º) and Marketing Strategy (3º) will be relevant for the subject.

COMPETENCES

GENERAL COMPETENCES:

- That the students have demonstrated their knowledge towards digital marketing for business, including contemporary and extant insights from the field.
- That students know how to apply their knowledge to their work in a professional manner and have the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy, given that we are dealing with a subject in constant development.

SPECIFIC COMPETENCES:

- EA.4-Know how to perform strategic diagnostics of digital marketing in complex and uncertain environments, using the appropriate methodologies to solve them.
- EA.7-Know the techniques, methods and basic instruments linked to the analysis of the behaviour of individuals.
- EA.10-Ability to express themselves in formal, graphic and symbolic languages.
- EA.18-Ability to establish a system of business management indicators in the online environment.
- EA.36-Recognize the key factors of business competitiveness and the sustainability of economic activities and how to adapt them to digital media.
- EA.63-Ability to design online products and services from the perspective of the needs of consumers.
- EA.64-Ability to analyse and make decisions about the portfolio of products or services and their impact on the creation of value.
- EA.66-Know the functions, relationships, agents and problems of commercial distribution and the main aspects of channel design and point of sale in the digital environment.
LEARNING OUTCOMES

At the end of the course, the student should:

- Master the terminology and customs of digital marketing.
  - Understand the fundamentals of digital marketing in the business.
  - Have knowledge of the different marketing channels and when each should be used.
- Know the different tools used in digital marketing.
  - Be able to develop a basic digital marketing plan.
  - Have basic technical skills in the different tools and channels explained in class.
- Understand how digital marketing can help achieve objectives in different business models.
- Be able to present and communicate effectively work or analysis, results.
- Be able to solve tasks or carry out work in the time allotted whilst maintaining the quality of the result.

COURSE CONTENTS

1. Introduction to digital marketing
   - The online business and the company
   - Digital consumers
   - Digital marketing in the business

2. Digital Marketing Fundamentals
   - Inbound marketing
   - Channels
   - Digital marketing strategy

3. Digital Marketing Analytics
   - Defining goals and KPI
   - Measurement plan
   - Analytics Tools
4. **Website**
   - Domain selection
   - Web development fundamentals
   - User Experience (UX)

5. **Ecommerce**
   - Internet business models
   - Ecommerce platforms
   - Increasing sales

6. **CRM and Automation**
   - Digitalisation of sales
   - Marketing Automation

7. **SEO**
   - What is SEO
   - SEO on-page and off-page

8. **Content Marketing**
   - Content marketing strategy
   - Blogging
   - Lead Magnets

9. **Paid Advertising**
   - Search Ads
   - Social Ads
   - Display
   - Programmatic

10. **Email Marketing**
    - Email Strategy
    - Emailing Best Practices
    - Tools

11. **Social Media**
    - Social Media Strategy
    - Personal Brand
WORKLOAD

<table>
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<tr>
<th>PRESENTIAL ACTIVITIES</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Lectures</td>
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<tr>
<td>Practical lectures</td>
<td>20.0</td>
</tr>
<tr>
<td>Complementary activities</td>
<td>5.0</td>
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<td><strong>Total Presential Activities</strong></td>
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<table>
<thead>
<tr>
<th>NON-PRESENTIAL ACTIVITIES</th>
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</tr>
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<tbody>
<tr>
<td>Preparing coursework</td>
<td>20.0</td>
</tr>
<tr>
<td>Preparing for lectures and tutorials</td>
<td>30.0</td>
</tr>
<tr>
<td>Complementary reading and cases</td>
<td>17.5</td>
</tr>
<tr>
<td><strong>Total Non-Presential Activities</strong></td>
<td><strong>67.5</strong></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>112.5</strong></td>
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TEACHING METHODOLOGY

We will work using the following methodology and teaching resources:

- Presentations used in the classroom, which will provide the essential theoretical content.
- Independent study and ready of complementary material recommended in the bibliography of each chapter.
- Practical sessions in class where we will work in the resolution of cases, oral presentations, practical application of theoretical contents and use of digital tools. Individually and/or as a team.
- Autonomous work based on the realization of exercises, creation of digital strategy, usage of tools... Individually and/or as a team.
- Participation in seminars by professionals in the sector.

EVALUATION CRITERIA

Evaluation of students will take place through ongoing evaluation and a final exam. Class attendance is compulsory for the appropriate understanding of the course. An absence above 15% of the total number of sessions will imply that the student will not obtain any grade for the ongoing evaluation. As a consequence, the final grade will be calculated by applying 60% over the exam grade.
1. Ongoing evaluation

Ongoing evaluation of the practical activities developed by the student during the semester will contribute to 40% of the final grade. The ongoing evaluation will be the result of two different types of tasks:

1. **Flash tests**: multiple-choice tests that will take place during the course and that will include content seen in class or from the compulsory bibliography the teacher will share during the course. To perform correctly in these tests, it is recommended to read the slides and the compulsory bibliography before the end of each chapter. Attendance to class is compulsory to complete the flash test, you will not be able to do it remotely. (20% of the total grade)

2. **Challenges**: individual or group tasks with a practical orientation related to the theory explained in class. These challenges will be marked by the teacher and tutorials can be scheduled for further understanding of the grade. (20% of the total grade)

Participation in class, both with attention and with the completion of practical exercises carried out during the course, will be taken into account for the final grade. The grade from the continuous evaluation can not be raised by the presentation of extra work.

2. Final exam

A written exam, to be taken on the date established by the center. This part will have a weight of 60% towards the final grade. The exam will be recoverable at the end of the semester. The exam will have three parts:

1. **Multiple-choice questions**, following the example of the flash tests done during the course. Wrong answers will not subtract marks. (2 points)

2. **Short development question**. The student will be asked to answer theoretical or practical questions using the knowledge acquired during the course. (4 points)

3. **Practical task**. The student will be asked to solve a practical task based on a real example. This task will be based on the challenges or the practical tasks carried out in class during the course. (4 points)

To pass the course, a minimum grade of 5 out of 10 in the final exam is required.

The final grade will be a weighted average of exams and continuous evaluation and must be greater than 5: \((0.6 \times \text{exam} + 0.4 \times \text{continuous evaluation})\). The maximum amount of marks is 10. Final grades will be a weighted average of all the components listed above, having to obtain a final grade of 5 (or more) to surpass the subject.

One of the requirements to pass the course is to pass the final exam. Therefore, if the grade of the final exam is equal to or larger than 5 (over 10 points), the final mark of the course is computed following the weights previously indicated. Obviously, to pass the course, the computed final mark must be equal to or larger than 5. On the other hand, if the grade of the final exam is lower than 5 (over 10 points), the student does not pass the course and the final mark will be the one obtained in the final exam.
Plagiarism
Plagiarism in any of the deliverables, included in the continuous assessment tests or final exam, will be the reason for the failure of the subject.

SECOND EXAMINATION SESSION:
Students who fail the first examination session will have a second examination date. Continuous evaluation (40% of total grade) requires attendance and participation and therefore will not be recoverable. As a consequence, the student will maintain the grade received in the first examination session.

RE-REGISTRATION AFTER FAILING IN SECOND EXAMINATION SESSION **
Students that fail the second examination session and that do not repeat the year will have to re-register again and will then be entitled to a 3rd and 4th examination session. In this case, the evaluation criteria will be as follows:

- Ongoing evaluation: 3 pieces of coursework to be done individually and that will represent 20% of the final grade.
- Exam: Will represent 80% of the final grade and will be the same one as the rest of the students (with both multiple-choice part and case).

** Segunda matrícula de la asignatura
Students must comply with the rules of writing, spelling, and grammar in the development of their work and their assessment tests, formal aspects that will be taken into account in the evaluation of them.

REFERENCES

RECOMMENDED BOOKS:

RECOMMENDED READINGS
- Throughout the course white papers, articles, reports, etc. will be provided to complement the different themes.
OTHER BOOKS:

- **Kotler, Kartajaya & Setiawan (2017)**. Marketing 4.0: Moving from Traditional to Digital. Ed. Wiley.