

DIGITAL MARKETING FOR BUSINESS

COURSE DETAILS

Code	36283
Degree	Degree in Business Management
Mention	Business creation and management
Character	Optional
Year	4th
ECTS	4.5

PROFESSORS

Name	Department	Tutorials
Klein González, Pau	Marketing and Market Research	Friday from 17:30 to 18:15 (By appointment)

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. This course will show how companies can best use digital marketing to help achieve sales goals and profitability. The link between the online and offline world will be highlighted, and how marketing and sales actions are interconnected at all levels.

From this subject it is intended that students learn to analyse and understand the diversity and importance of digital marketing, and upon completion be able to direct and know the main features, strengths and weaknesses of digital marketing tools.

In the practical part of the subject each student will select a suitable domain for the proposed business objective and will make a blog. The blog will allow the application of the knowledge acquired during the subject. The student must use analytical tools (such as Google Search Console and Google Analytics), write a post to apply content marketing, perform SEO, SEM, keyword research, and use digital tools (ie. Screaming frog, Semrush, etc.)

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
- EA.67-Be able to develop an online marketing plan both at a strategic and

operational level.

- EA.69-Understand the communication function of online marketing, as well as its main instruments.

LEARNING OUTCOMES

At the end of the course, the student should:

- Master the terminology and customs of digital marketing.
 - Know and apply digital marketing processes.
 - Know and apply search engine positioning actions.
 - Know and apply the use of social networks in the business environment.
- Know the different tools used in digital marketing.
 - Be able to develop a digital marketing plan.
 - Be able to work effectively in a team with other colleagues.
- Be able to present and communicate effectively work or analyses, results both orally and in writing.
- Be able to solve tasks or carry out work in the time allotted whilst maintaining the quality of the result.

COURSE CONTENTS

1. Firms in web 2.0
 - Introduction to firm 's digital marketing
 - Purchase process stages (online-offline)
2. Digital marketing strategies.
 - The online business and the company
 - Domain selection
 - Online-offline marketing & communication tools
3. Blogs and content marketing
 - Social responsibility and systems of guarantees in the network.
 - Blogs in the business environment
 - Content Marketing
 - Copywriting for B2B and B2C
4. Web Mobile Marketing: Usability, compatibility and security
 - Web Usability (UX)
 - Responsive Design
 - Online Security

5. Ecommerce

- Internet business models
- CRO Conversion Rate Optimization
- Convert visits to clients
- Optimize landing pages to increase sales

6. Search Engine Optimization

- What is SEO Search Engine Optimization?
- SEO on page and SEO off page
- Keywords research

7. Communication and online advertising

- SEM Search Engine Marketing
- Paid per Click PPC strategies
- Display advertising
- Email marketing

8. Community Marketing: Social Media Marketing

- Social networks
- Advertising on social networks
- Community Manager
- Online reputation management

9. Digital marketing analytics

- Use of the network in traditional businesses
- Digital marketing tools
- Marketing Automation
- CRM customer Relationship management

10. Digital Business

- Inbound Marketing
- Digital marketing plan
- Successful and unsuccessful experiences in the use of social networks.

WORKLOAD

PRESENTIAL ACTIVITIES	HOURS
Lectures	20.0
Practical lectures	20.0
Complementary activities	5.0
Total Presential Activities	45
NON-PRESENTIAL ACTIVITIES	
Preparing coursework	20,0
Preparing for lectures and tutorials	30,0
Complementary reading and cases	17.5
Total Non-Presential Activities	67.5
TOTAL	112.5

TEACHING METHODOLOGY

In general, we will work mainly using the following methodology and teaching resources:

Presentation in the classroom of the essential theoretical contents, through numerous active and participatory techniques.

Practical classes related to the resolution of cases, oral presentations, practical application of the theoretical contents, and use of digital tools. Individually and/or as a team.

Autonomous work based on the realization of exercises, creation of profiles in social networks, creation of digital content, positioning actions in search engines, etc. individually and/or as a team

Independent study, reading of complementary material and carrying out oral and/or written tests.

Participation in seminars by professionals in the sector.

EVALUATION CRITERIA

Evaluation of students will take place through ongoing evaluation and a final exam.

1. Ongoing evaluation.

Ongoing evaluation of the practical activities developed by the student during the semester will contribute to 80% of the final grade of the continuous assessment. The individual practices will be scored as apt or not suitable. The average of all of the practicals will be evaluated at the end of the semester with a single grade. Practices can be submitted through reports in word, realization of profiles in social networks, blog creation, use of digital marketing tools, etc.

The remaining 20% will be obtained from the attendance, participation and participation in class.

This part will have a weight of 40% towards the final grade.

2. Synthesis tests (final exam).

A written exam, to be taken on the date established by the center, which will include short questions and may also include development questions, both of which may be theoretical or theoretical-practical relating to the entire content of the program.

This part will have a weight of 60% towards the final grade.

The continuous evaluation is face-to-face and not recoverable. The exam will be recoverable at the end of the semester.

Class attendance is **compulsory** for the appropriate understanding of the course. 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 applying 60% over the exam grade.

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 above 5

The student who fails the exam (less than 5 out of 10) will have lost 40% of the grade and will have to gain an 8.5 in the exam to pass.

Plagiarism

Plagiarism in any of the deliverables, included in the continuous assessment tests, will be 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 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 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:

- **Dodson (2016)** The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Ed. Willey
- **Chaffey & Ellis-Chadwick (2016)** Digital Marketing, 6e de Chaffey, Pearson
- **Ryan (2017)** Understanding Digital Marketing, 4e Ed. Korgan Page
- **Maciá (2013)** Marketing Online 2.0, Ed. Anaya Multimedia
- **Maciá (2019)** Estrategias de Marketing Digital, Ed. Anaya Multimedia
- **Kingsnorth (2016)** Digital Marketing Strategy, An Integrated Approach to Online Marketing. Ed. Kogan Page

OTHER BOOKS:

- **Alonso Coto & Martín Borowiechka (2014)** El Plan de Social Media Marketing. Ed. Pearson
- **Beruzzi (2016)**. The Sales Development Playbook. Ed. Moore-Lake.
- **Bigne (2003)**. Promoción Comercial. Ed. Esic Editorial
- **Chaffey, Ellis-Chadwick (2014)**. Marketing Digital, Estrategia, implementación y práctica. Ed. Pearson
- **Coto (2008)**. El plan de Marketing Digital. Ed. FT Prentice Hall
- **Deiss & Henneberry (2017)**. Digital Marketing For Dummies. Ed. Willey
- **Elósegui y Muñoz (2015)**. Marketing Analytics. Ed. Anaya Multimedia Social Business.
- **Escribano (2015)**. Vender en Internet. Ed. Anaya Multimedia.
- **Estrade, Jordán, Hernandez (2013)**. Marketing Digital: marketing móvil, SEO y Analítica Web. Ed Anaya Multimedia. Social Business
- **Flores Coord. (2014)**. Manual de Gestión de Destinos Turísticos. Ed. Tirant Humanidades
- **Gorostiza y Barainca (2016)** Google Analytics. Ed. Anaya Multimedia
- **Hemann & Burbary (2013)** Digital Marketing Analytics. Ed. Que Publishing
- **Kotler (2007)**. Dirección de Marketing. Ed. Pearson Prentice Hall.
- **Kotler, Kartajaya & Setiawan (2017)** Marketing 4.0: Moving from Traditional to Digital. Ed. Wiley
- **Maciá (2014)**. Técnicas Avanzadas de Posicionamiento en buscadores. Ed. Anaya Multimedia
- **Maciá (2015)** Marketing en redes sociales. Anaya Multimedia
- **Rodríguez Fernández (2015)**. Curso de Community Manager. Ed. Anaya Multimedia
- **Solis (2016)** SEO. Claves esenciales. Anaya Multimedia
- **Strafford & Grant (2002)**. Manual del Director de Ventas. Ed. Deusto

Syllabus

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- **Tapp (2013)** Principles of Direct, Database and Digital Marketing. Ed. Pearson
- **Tayar (2018)** CRO. Diseño y Desarrollo de negocios digitales. Ed. Anaya Multimedia
- **Torres (2018)** Usabilidad. Deja de sufrir. Ed. Anaya Multimedia
- **Trout & Ries (2004).** Las 22 Leyes inmutables del marketing. Ed. Mc Graw Hill