

1. Key Information			
<b>Module Code:</b> 13598	<b>Module Title:</b> Digital Business		
<b>Credit Points:</b> 6 ECTS	<b>Module Status:</b> Compulsory	<b>Module Block:</b> Business and management	
<b>Course Title:</b> BSc in Engineering and Management		<b>Module Theme:</b> Innovation and new projects	

<b>2. Lecturer:</b> David Zaragoza Paula	<b>Tutorial Hours:</b> (Under appointment)
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3. Required Reading:	
<i>The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Ed. Willey</i>	Dodson (2016)
<i>Digital Marketing, 6e de Chaffey, Pearson</i>	Chaffey & Ellis-Chadwick (2016)
Understanding Digital Marketing, 4e Ed. Korgan Page	Ryan (2017)
Marketing Online 2.0, Ed. Anaya Multimedia	Maciá (2013)
Estrategias de Marketing Digital, Ed. Anaya Multimedia	Maciá (2019)
Digital Marketing Strategy, An Integrated Approach to Online Marketing. Ed. Kogan Page	Kingsnorth (2016)

#### 4. General overview of the module

The course provides theoretical and practical training on how companies can make the most of digital business to meet their marketing objectives. The course will show how digital media help to achieve sales goals and profitability of companies. The link between the online and offline world will be highlighted, as well as how marketing and sales actions are highly correlated at all levels.

From this subject it is intended that students learn to analyze and understand the diversity and importance of digital marketing, having to be able, at the end of it to know and applied the main features, strengths and weaknesses of digital business.

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 some posts to apply content marketing, perform SEO, SEM, keyword research, and use digital tools (ie. Screaming frog, Semrush, etc.)

5. Recommended prior knowledge	
<i>Code</i>	<i>Module</i>
13532	Marketing
13585	Customer needs / Necesidades del cliente

#### 6. Module objectives – Learning outcomes

##### Basic and General Competences

02 - Use the techniques, skills and technological and economic tools necessary for the professional practice of engineering and business management.

04 - Learn to analyze the different elements that interact in the business decision-making.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study.

##### Specific Competences

08 - Know how to manage projects, having clear the organizational structure and functions of a company.

12 - Manage the information of a company using the appropriate technology and systems

#### 7. Teaching and learning units

Unit
1. Ecosystem and digital environment
2. Digital Company Management
3. Technology and Internet development
4. Digital internationalization.
5. Digital metrics
6. Launch of Start-ups
7. Business architecture model
8. How to carry out a decision-making process in the field of ICT

### 8. Teaching and learning methods

Unit	Theory (Classroom)	Practical (Classroom)	Practical (Laboratory)	Practical (Classroom)	Practical I (ICT)	Self-guided study	TOTAL HOURS
1	3	4				14	21
2	4	5				14	23
3	3	4				14	21
4	3	5				14	22
5	3	5				13	21
6	3	4				12	19
7	3	4				12	19
8	3	4				12	19
<b>TOTAL HOURS</b>	<b>25</b>	<b>35</b>				<b>105</b>	<b>165</b>

### 9. Assessment

Overview	Nº of activities	Weighting (%)
1. Continuous assessment	3 to 6	40%
2. Synthesis tests	1	60%

Student evaluation will consist of both continuous and summative assessments:

- Continuous assessment:** The submission of practical work either carried out individually or in groups and participation in the different activities both inside the classroom, such as the analysis, summation and discussion of required readings, and outside including company visits and external seminars, will account for this mark. This part of the assessment carries a weighting of 40% towards the final mark.
- Summative assessment:** These tests can combine both theoretical and practical content. This part of the assessment carries a weighting of 60% towards the final mark.

Continuous assessment is attendance based and non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first summative assessment and any subsequent repeat if required. The repeat will only be available at the end of the semester.

In order to pass the module an average of more than 5 in summative tests must be obtained. The final mark will be calculated by the average weightings of the summative assessment in combination with the continuous assessment. The final mark achieved must be 5 or above to pass the module.

Attendance is compulsory to ensure that you extract the most value from the module and meet the learning requirements. Therefore, session absence accounting for more than 15% of the prescribed hours will result in the inability to be awarded a mark for continuous assessment. Consequently, the maximum mark that can be achieved will be that obtained solely from the summative assessments.

Students enrolling in the module for the second time will receive specific instructions from their lecturer on what is required for them to pass the continuous assessment element. The final mark will be obtained by combining the summative assessment (80%) and the continuous assessment (20%), having to gain a final mark equal to or greater than 5 to pass the module.

*All students must comply with the rules of writing, spelling and grammar in the development of their work and their assessment tests.*

### 10. Additional references

- 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
- 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
- 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

*\*Guía Docente Provisional*