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	Departament	Tutorials
del Arroyo, Paula	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 some posts 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.
  - o Know and apply digital marketing processes.
  - o Know and apply search engine positioning actions.
  - o Know and apply the use of social networks in the business environment.
- Know the different tools used in digital marketing.
  - o Be able to develop a digital marketing plan.
  - o Be able to work effectively in a team with other colleagues.
- Be able to present and communicate effectively work or analysis, 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.
- Be able to propose and demonstrate business actions with a socially responsible perspective.
- Be able to use digital marketing to help achieve the business objectives.

COURSE CONTENTS

1. **Firms in web 2.0**
   - o Introduction to firm´s digital marketing
   - o Purchase process stages (online-offline)
   - o Systems of guarantees in the network
2. **Digital Business**
   - o The online business and the company
   - o Domain selection
   - o Online-offline marketing & communication tools
3. **Digital Marketing Strategies**

○ Inbound Marketing

○ Sales & Marketing Alignment

○ Digital marketing plan

4. Blogs and content marketing

o Content Marketing

o Blogs in the business environment

o Copywriting for B2B and B2C

5. Search Engine Optimization

o What is SEO Search Engine Optimization?

o SEO on page and SEO off page

o Keywords research

6. Web Mobile Marketing: Usability, compatibility and security

o Web Usability (UX)

o Responsive Design

o Online Security

7. Ecommerce

o Internet business models

o Ecommerce platform

o CRO Conversion Rate Optimization

8. Communication and online advertising

o SEM Search Engine Marketing

o Paid per Click PPC strategies

o Advertising on social networks

o Display advertising

o Email marketing

9. Social Media Marketing

o Social networks

o Community Manager & ORM

o Live streaming in social media

10. Digital marketing analytics

o Digital marketing tools

o Marketing Automation

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 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 40% of the final grade. This ongoing evaluation will include short multiple-choice tests done during the course 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. This ongoing evaluation will also include individual and group practices or "challenges" with a more practical orientation.

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.

The grade from the continuous evaluation can not be raised by the presentation of extra work.

2. Synthesis tests (final exam).

A written exam, to be taken on the date established by the center, which will include short multiple-choice 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 greater than 5: (0,6* exam + 0,4*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. However, if the exam is failed, the final mark obtained after applying the prior weighting will be a maximum of 4.5. Thus, if the exam is less than 5 and after applying the weighting the final mark is greater than 4.5, it will remain at that 4.5. If, on the other hand, this grade is less than 4.5, the grade obtained will be maintained.

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:

● **Ryan (2020)** Understanding Digital Marketing. Ed. Kogan Page.

● **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.

● **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.

RECOMMENDED READINGS

● Throughout the course white papers, articles, reports, etc. will be provided to complement the different themes.

OTHER BOOKS:

● **Hall (2020)** B2B Digital Marketing Strategy. Ed. Kogan Page.

● **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 Analycics. 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.