

**COMILLAS**

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

**Syllabus**  
**2026 - 2027****TECHNICAL SHEET OF THE SUBJECT**

| Data of the subject |                                                                                                                                                                                                                                                                                                          |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Subject name        | Social Media Marketing                                                                                                                                                                                                                                                                                   |
| Subject code        | E000011609                                                                                                                                                                                                                                                                                               |
| Main program        | <a href="#">Official Master's Degree in Business Administration - MBA</a>                                                                                                                                                                                                                                |
| Involved programs   | Máster Universitario en Administración de Empresas (MBA) [First year]                                                                                                                                                                                                                                    |
| Level               | Posgrado Oficial Master                                                                                                                                                                                                                                                                                  |
| Quarter             | Semestral                                                                                                                                                                                                                                                                                                |
| Credits             | 3,0 ECTS                                                                                                                                                                                                                                                                                                 |
| Type                | Optativa                                                                                                                                                                                                                                                                                                 |
| Department          | Departamento de Marketing                                                                                                                                                                                                                                                                                |
| Coordinator         | Antonio Tena Blázquez                                                                                                                                                                                                                                                                                    |
| Schedule            | 3 hours per week                                                                                                                                                                                                                                                                                         |
| Office hours        | Ask for an appointment via email                                                                                                                                                                                                                                                                         |
| Course overview     | Social media is more than just social networks. It involves the strategic use of new media and communication channels. Platforms and groups of people with common interests are its central focus. It is the best way of creating links between companies and their customers (and potential customers). |

| Teacher Information |                                 |
|---------------------|---------------------------------|
| Teacher             |                                 |
| Name                | María del Carmen Valor Martínez |
| Department          | Departamento de Marketing       |
| Office              | Alberto Aguilera 23 [OD-402]    |
| E-Mail              | cvalor@icade.comillas.edu       |
| Phone               | 2291                            |
| Teacher             |                                 |
| Name                | Antonio Tena Blázquez           |
| Department          | Departamento de Marketing       |
| Office              | Alberto Aguilera 23             |
| E-Mail              | atena@icade.comillas.edu        |

**SPECIFIC DATA OF THE SUBJECT**

| Contextualization of the subject                                                                                                                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Contribution to the professional profile of the degree                                                                                                                                                                                                                   |
| Social media represents one of the most significant changes in consumer behaviour, leading to fundamental transformations in the way organizations communicate and interact with consumers. The necessary practical knowledge is provided in order to establish the most |



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appropriate objectives and strategies, to correctly select the social media platforms that attract consumers, as well as to measure the results of these efforts.

From a multidisciplinary perspective, we analyze how to use the tools and services necessary to obtain valuable information about how consumers feel and how they respond to a particular brand and those of competitors.

More specifically: the social media marketing ecosystem and its impact on the traditional marketing strategy are described; the social media marketing process is analyzed; the different platforms and their uses are reviewed; and, finally, it is discussed how to integrate them in the marketing plan of the company to boost its notoriety and / or that of the brand.

This subject is one of those offered in the marketing itinerary and it is essential every time that the skills are acquired and the content is deepened that allow a brand to establish relationships with its potential consumers and maintain them, through digital media.

The goals to be achieved with this subject:

1. Be able to choose the appropriate media in a communication plan, with a special focus on digital media.
2. Be able to execute and lead the creation, development, optimization and profitability of online projects in social media.
3. Be able to choose persuasion strategies in digital media.
4. Be able to develop a digital communication plan, also identifying evaluation metrics.
5. Know the process of formulating the plan and the agents involved.
6. Be able to present and sell the results of a Social Media Plan.

### Prerequisites

Have training background in Marketing or have taken the Introduction to Marketing subject supplement.

### Competencies - Objectives

#### Competences

##### GENERALES

|             |                                                                                                                                                 |                                                                                                                 |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <b>CG01</b> | Analytic and synthesis cognitive capacities applied to business situations and managing and organisation problems.                              |                                                                                                                 |
|             | <b>RA01</b>                                                                                                                                     | Describe, relaciona e interpreta situaciones y planteamiento de nivel medio.                                    |
|             | <b>RA02</b>                                                                                                                                     | Selecciona los elementos más significativos y sus relaciones en las situaciones planteadas.                     |
|             | <b>RA03</b>                                                                                                                                     | Identifica las carencias de información y establece relaciones con elementos externos a la situación planteada. |
|             | <b>RA04</b>                                                                                                                                     | Es capaz de resumir y estructurar la información empleando los conceptos adecuados.                             |
| <b>CG02</b> | Management of data and information as key elements for decision-making and for identification, formulation and resolution of business problems. |                                                                                                                 |



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|             |                                                                                                                                                                                                           |                                                                                                                                                      |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
|             | <b>RA01</b>                                                                                                                                                                                               | Busca, conoce, sintetiza y utiliza adecuadamente datos primarios y secundarios procedentes de diversas fuentes.                                      |
|             | <b>RA02</b>                                                                                                                                                                                               | Conoce y usa Internet para buscar y manejar información, textos y datos.                                                                             |
|             | <b>RA03</b>                                                                                                                                                                                               | Discierne el valor y la utilidad de diferentes fuentes y tipos de información                                                                        |
| <b>CG03</b> | Problem-solving and decision-making skills at a strategic, tactic and operational level with regard to a business, considering the interrelationship between the different functional and business areas. |                                                                                                                                                      |
|             | <b>RA01</b>                                                                                                                                                                                               | Identifica y define adecuadamente el problema y sus posibles causas.                                                                                 |
|             | <b>RA02</b>                                                                                                                                                                                               | Plantea posibles soluciones pertinentes y diseña un plan de acción para su aplicación.                                                               |
|             | <b>RA03</b>                                                                                                                                                                                               | Identifica problemas antes de que su efecto se haga evidente.                                                                                        |
|             | <b>RA04</b>                                                                                                                                                                                               | Dispone de la capacidad para tomar decisiones de una forma autónoma.                                                                                 |
|             | <b>RA05</b>                                                                                                                                                                                               | Reconoce y busca alternativas a las dificultades de decisión en situaciones reales.                                                                  |
|             | <b>RA06</b>                                                                                                                                                                                               | Es capaz de ponderar diferentes factores (económicos, sociales y técnicos, entre otros) en el proceso de toma de decisiones y determinar su impacto. |
| <b>CG04</b> | Application of concepts and theories on business organizations in order to discover new business opportunities and acquire long-term competitive advantages.                                              |                                                                                                                                                      |
|             | <b>RA01</b>                                                                                                                                                                                               | Relaciona conceptos de manera interdisciplinar o transversal.                                                                                        |
|             | <b>RA02</b>                                                                                                                                                                                               | Identifica correctamente los conocimientos aplicables a cada situación.                                                                              |
|             | <b>RA03</b>                                                                                                                                                                                               | Determina el alcance y la utilidad de las nociones teóricas.                                                                                         |
| <b>CG05</b> | Ethical commitment with a behaviour based in moral principles and those principles of the organisation when facing moral dilemmas and corporate social responsibility issues.                             |                                                                                                                                                      |



|                    |                                                                                                                                                                          |                                                                                                                                                 |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
|                    | <b>RA01</b>                                                                                                                                                              | Utiliza el diálogo para colaborar y generar buenas relaciones.                                                                                  |
|                    | <b>RA02</b>                                                                                                                                                              | Muestra capacidad de empatía y diálogo constructivo.                                                                                            |
|                    | <b>RA03</b>                                                                                                                                                              | Es capaz de despersonalizar las ideas en el marco del trabajo en grupo para orientarse a la tarea.                                              |
|                    | <b>RA04</b>                                                                                                                                                              | Participa de forma activa en el trabajo de grupo compartiendo información, conocimientos y experiencias.                                        |
|                    | <b>RA05</b>                                                                                                                                                              | Se orienta a la consecución de acuerdos y objetivos comunes.                                                                                    |
|                    | <b>RA06</b>                                                                                                                                                              | Contribuye al establecimiento y aplicación de procesos y procedimientos de trabajo en equipo.                                                   |
|                    | <b>RA07</b>                                                                                                                                                              | Desarrolla su capacidad de liderazgo y no rechaza su ejercicio.                                                                                 |
|                    | <b>RA08</b>                                                                                                                                                              | Aplica conocimientos y formas de actuación contrastadas en situaciones conocidas a otras que son nuevas o inesperadas.                          |
|                    | <b>RA09</b>                                                                                                                                                              | Comprende que lo nuevo es una oportunidad de mejora y es consustancial a la vida profesional.                                                   |
| <b>ESPECÍFICAS</b> |                                                                                                                                                                          |                                                                                                                                                 |
| <b>CE13</b>        | Capacity of designing and analysing a Marketing Plan, and of implanting it and evaluating its impact on company's performance making use of advanced digital techniques. |                                                                                                                                                 |
|                    | <b>RA01</b>                                                                                                                                                              | Conoce y diferencia las competencias del Marketing Estratégico y del Marketing Operativo.                                                       |
|                    | <b>RA02</b>                                                                                                                                                              | Desarrolla de manera sistemática las diferentes fases establecidas en los diversos procesos de planificación y gestión de la función Marketing. |
|                    | <b>RA03</b>                                                                                                                                                              | Conoce las diferentes etapas de elaboración de un Plan Estratégico de Marketing.                                                                |

## THEMATIC BLOCKS AND CONTENTS

### Contents - Thematic Blocks

#### TOPIC I: CONTEXT

##### Lesson 1: DIGITAL COMMUNICATION IN THE COMPANY

###### 1.1. INTRODUCTION TO WEB TECHNOLOGY

###### 1.2. EVOLUTION OF THE WEB: FROM WEB 1.0 TO WEB 4.0

###### 1.3. DIGITAL ECOSYSTEM

###### 1.4. SOCIAL AND BUSINESS IMPACT OF THE WEB

###### 1.5. THE DIGITAL NEW ECONOMIES IN THE XXI CENTURY: CIRCULAR ECONOMY, DATA ECONOMY, COLLABORATIVE ECONOMY, APP ECONOMY, API ECONOMY

##### Lesson 2: TECHNOLOGY AND INNOVATION

###### 2.1. INNOVATION AND CREATIVITY IN THE DIGITAL WORLD



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- 2.2. DISRUPTIVE TECHNOLOGIES: IOT, IA, BLOCKCHAIN, CLOUD COMPUTING, EDGE COMPUTING, DIGITAL TWINS
- 2.3. DIGITAL BUSINESS MODELS: SOCIAL MEDIA CANVAS MODEL
- 2.4. DATA WORLD: FROM CUSTOMER-CENTRIC TO DATA CENTRIC
- 2.5. GAFAM AND STRATEGIC IMPLICATIONS IN THE DIGITAL ECOSYSTEM
- 2.6. POEM MODEL: NEW SOCIAL MEDIA ENVIRONMENT

Lesson 3: SOCIAL STRATEGIST ROLE

- 3.1. WHAT IS A SOCIAL STRATEGIST?
- 3.2. SOCIAL MEDIA STRATEGIST ROLE AND FUNCTIONS

**TOPIC 2: DIGITAL MARKETING STRATEGY**

Lesson 1: CONTENT STRATEGY IN SOCIAL MEDIA

- 1.1. WHAT IS A CONTENT STRATEGY?
- 1.2. STORYTELLING AND FORMATS

Lesson 2: PAID MEDIA: DISPLAY ADVERTISING

- 2.1. FORMATS
- 2.2. DISPLAY ADVERTISING MANAGEMENT
- 2.3. KPI's

Lesson 3: OWNED MEDIA

- 3.1. WEB UX
- 3.2. SEARCH: SEO/SEM
- 3.3. WEB ANALYTICS

Lesson 4: EARNED MEDIA

- 4.1. INTRODUCTION TO SOCIAL MEDIA
- 4.2. MEDIA SOCIAL MANAGEMENT
- 4.3. SOCIAL MEDIA PROJECTS
- 4.4. SOCIAL NETWORKS: TYPES AND EVOLUTION
- 4.5. GROWTH HACKING MARKETING
- 4.6. SOCIAL COMMERCE AND LIVE STREAMING E-COMMERCE
- 4.7. MONITORING IN SOCIAL MEDIA AND ONLINE REPUTATION
- 4.8. MANAGEMENT INDICATORS

Lesson 5: REPORTING, DASHBOARDS AND KPIs IN SOCIAL MEDIA

- 5.1. WHAT TO MEASURE IN SOCIAL MEDIA
- 5.2. HOW TO MEASURE IN SOCIAL MEDIA
- 5.3. HOW TO CONVINCE THE BOARD OF DIRECTORS THROUGH HIGH-IMPACT REPORTS AND DASHBOARDS.

**TOPIC 3: SOCIAL MEDIA PLAN**



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Lesson 1: SOCIAL MEDIA PLAN STRUCTURE

### TEACHING METHODOLOGY

#### General methodological aspects of the subject

The course methodology is based on different class sessions covering multiple areas of the learning sequence. Throughout the class, students must solve problems, make presentations (individually and in groups) and discuss new trends and business cases.

The professor will provide relevant documentation, which students should read before each class. During the course, students will work on solving problems and discussing issues related to the established theory.

During the course, different professionals from the digital economy field will be invited to present projects and social media cases and the students' participation will be necessary for the resolution.

#### USE OF AI

This course permits the use of both non-generative AI tools, such as translators, social listening tools and platforms for identifying competitors and benchmark variables, and generative AI tools, including Elicit, GPT, Scholar AI and LMNotebook, to support the analysis of the general and specific environments, the understanding of markets and competitors, and the development of strategic and tactical actions in a social media plan. Responsible and critical use is encouraged.

According to the institutional AI Assessment Scale (Perkins et al., 2024), the course is classified as **Level 4 permission with special conditions**. This means that AI can be used to complete any part of the task and students must guide it to meet the assessment objectives. AI can be used extensively in task development, provided that:

- They critically evaluate and modify any AI-generated content; and
- they document their use of AI in detail.

Uncontrolled use is not permitted. Students must demonstrate critical thinking to ensure academic integrity and their own learning:

- For the use of non-generative AI, students must indicate which tools they used, in which parts of the work and, if applicable, the keywords used.
- For generative AI, they must specify the tools used, the prompts or instructions given, and the sections of the work to which those tools were applied.

#### In-class Methodology: Activities

Visitors' speeches

CG04, CE13

Case study

CG01, CG03, CG04, CE13

Presentations

CG01, CG04, CG05, CE13



## Non-Presential Methodology: Activities

|                   |            |
|-------------------|------------|
| Personal research | CG01, CG04 |
| Readings          | CG04       |
| Team work         | CG01, CE13 |

## SUMMARY STUDENT WORKING HOURS

| CLASSROOM HOURS                                                              |                                                                              |
|------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Lectures of an expository nature                                             | Analysis and resolution of cases and exercises, individually or collectively |
| 14.00                                                                        | 16.00                                                                        |
| NON-PRESENTIAL HOURS                                                         |                                                                              |
| Analysis and resolution of cases and exercises, individually or collectively | Monographic and research work, individual or group work                      |
| 20.00                                                                        | 25.00                                                                        |
| ECTS CREDITS: 3,0 (75,00 hours)                                              |                                                                              |

## EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

| Evaluation activities                                | Evaluation criteria                                            | Weight |
|------------------------------------------------------|----------------------------------------------------------------|--------|
| Final exam                                           | Measuring the understanding of fundamental ideas and knowledge | 50     |
| Team work                                            | Presentation in group of a project                             | 20     |
| Individual/team workshops                            | Heading                                                        | 10     |
| Discussion on current issues related to Social Media | Active participation on current issues                         | 20     |

## Ratings

Students who don't pass the subject will have their practice marks saved and will repeat the exam. If they don't pass the internship, they will have to make a special internship plan.



To pass the practical training and/or the final exam, at least a 5 must be obtained in each of them.

All assignments must be submitted on time and in the format specified by the professor. Otherwise, students will get a mark of "0" on the missed assignments.

### EXCUSED STUDENTS

To pass the course, students must pass the final exam. The grade of the final exam will be that of the subject.

## WORK PLAN AND SCHEDULE

| Activities                                                           | Date of realization | Delivery date |
|----------------------------------------------------------------------|---------------------|---------------|
| Reflection on the change that is taking place in the marketing field | Week 2              | Week 3        |
| Data world. Data Economy as the basement of the New Economy          | Week 3              | Week 5        |
| New technologies in Social Media                                     | Week 5              | Week 6        |
| Digital Buyer Persona                                                | Week 6              | Week 7        |
| Social Media Customer Journey                                        | Week 7              | Week 9        |
| GAFAM model workshop                                                 | Week 9              | Week 11       |
| Social Media Onmichannel                                             | Week 11             | Week 12       |
| Social Media Canvas Model                                            | Week 12             | Week 14       |
| POEM workshop                                                        | Week 14             | Week 16       |
| Inbound Marketing and storytelling                                   | Week 16             | Week 18       |
| Social Media Plan                                                    | Week 19             | Week 21       |
| Dashboard and KPIs in Social Media                                   | Week 22             | Week 23       |

## BIBLIOGRAPHY AND RESOURCES

### Basic Bibliography

BLADE, J. M. (2025). Social Media Marketing 2025: Mastering New Trends & Strategies For Online Success. Kindle Ed.

ELÓSEGUI, T. (2019). Mejor que ventas, consigue clientes. Ediciones Anaya Multimedia, Madrid.

HERNANDEZ DAUDER, M<sup>a</sup> A., ESTRADA, J. M., JORDAN SORO, D. (2017). Marketing digital, mobile marketing, SEO y analítica web.



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Ediciones Anaya, Madrid.

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KOTLER, P., HOLLENSEN, S., OPRESNIK, M. O. (2022). El Marketing en redes sociales: un enfoque práctico (5ª edición). Ediciones Hoepli, Milano.

LAMARRE, E., SMAJE, K., ZEMMEL, RODNEY (2023). Rewired. The McKinsey guide to outcompeting in the age of digital and AI. Ed. Wiley.

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### Complementary Bibliography

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SANTAELLA LOPEZ, M. 2003. Derecho de publicidad. CIVITAS, Madrid.

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STANDAGE, T. (2013). Writing on the Wall: Social Media-the First 2,000 Years. Bloomsbury Publishing USA.

TASNER, M. (2010). Marketing in the moment: the practical guide to using Web 3.0 marketing to reach your customers first. FT Press, Nueva York.

### WEBS Y BLOGS

<http://customerthink.com/>

<http://dataconomy.com/>

<http://500friends.com/blog>.

<http://www.1to1media.com/blog>.

<http://www.cmo.com>

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



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<https://econsultancy.com>  
<https://experiencematters.blog/>  
<https://hbr.org/topic/analytics>  
<https://loyalty360.org/>  
<http://blog.bondbrandloyalty.com/>  
<http://blog.cx-iq.com/>  
<http://customerinsightleader.com/>  
<http://data-informed.com/customer-analytics/>  
<http://loyaltytruth.com/>  
<http://www.customology.com.au/category/news/>  
<http://www.destinationcrmblog.com/>  
<http://www.juiceanalytics.com/writing/>  
<https://beyondphilosophy.com/>  
<https://marketing4ecommerce.net/>

### PODCAST

<https://open.spotify.com/show/30nMyT5bkd6pi1g39FSv99>  
<https://open.spotify.com/show/0dsARqxHCufDMkNrTJw6W4>  
<https://open.spotify.com/show/6SZVsPlxPFVs6aavqM1peY>  
<https://open.spotify.com/show/6kLDxAjRR1GBOACoJcLUiM>  
<https://open.spotify.com/show/3C7kVUc4kaCAExNYIK7Pjy>  
<https://open.spotify.com/show/3Loaoam1FqP2YH9RnB8GMV>  
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<https://open.spotify.com/show/41djT2JYvhh9UAdLobYnX?si=vbnmnlqgSyO21ML5GF17jg&nd=1>