COURSE INFORMATION SHEET

Course Information	
Course Title	Digital Marketing
Code	
Degree	MSc Marketing
Year	2016-17
Semester	1º
ECTS Credits	3
Type	Compulsory
Departament	Marketing
Field	Marketing
University	Pontificia Comillas
Hours/week	4 hours/week
Teacher	Antonio Tena Blázquez
Descriptor	

Lecturers Information	
Lecturer	
Name	Antonio Tena Blázquez
Department	Marketing
Field	Marketing
Office	-
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Phone number	+34620915996
Tutorial Hours	Permanently available via email

DETAILED INFORMATION ABOUT THE COURSE

Context of the course

Contribution to the professional profile of the degree

Digital marketing is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.

With the constant growth of the web and more people getting connected every day, digital marketing has become a necessity for many organizations. This also includes small businesses that want to trade online and make a name for themselves on the web.

The web is crowded with information. If you have a website, can these people reach you that are searching the web for answers? Digital marketing is about generating sales and/or capturing leads from customers that are searching on the Internet for answers.

Among others, the key components of digital marketing are:
- Website design (user experience)
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Pay per click (PPC)
- Social media marketing (SMM)
- Email marketing
- Display advertising (banner ads)
- Affiliate marketing
- Content marketing
- Online reputation management (ORM)

Objectives

- Understand the effect of new tools, processes and platforms in the digital strategy of companies.
- Be able to develop and implementation of a digital marketing plan.
- Be able to integrate the digital strategy in the general marketing plan.
- Analyze, understand and convert the result of the strategy into profit (ROI)

It is expected that once the course is over, students will be able to develop digital marketing strategies focus on customers, analyze the actions taken, measure the results of them (i.e. ROI), and choose the best tools to make it. All this with rhetoric capabilities and the conviction to be able to sell a digital marketing project to others.

The subject´s aim is also to strengthen in the stuents a self-critical and creative spirit so necessary for the development of their careers.

Prerequisites

To have taken Introduction to Marketing previously.

THEMATIC UNITS AND CONTENT

Content – Thematic Units
Topic 1: INTRODUCTION TO DIGITAL MARKETING
1. New Marketing in the digital era. 2. New concepts in Marketing and Technology. 3. Internet and new technologies: the basis of the new Digital Marketing. 4. Web 1.0, web 2.0, web 3.0 and web 4.0, what is next?
Topic 2: DATA AND NEW BUSINESS INTELLIGENCE
1. The data on the Internet. 2. CRM. 3. Social CRM. 4. Big Data. 5. Legal issues: privacy law.
Topic 3: NEW ENVIRONMENT FOR THE MEDIA
1. Own Media. 2. Paid Media. 3. Earned Media.
Topic 4: THE DIGITAL CUSTOMER
1. Digital buying process: moments of truth, WOM, buzz marketing. 2. Digital Customer Journey: buyer persona. 3. Lead management: RTB, programmatic, retargeting, SEO, SEM. Affiliate marketing, inbound marketing. 4. Loyalty in the digital world.
Topic 5: SOCIAL NETWORKS
1. General social networks. 2. Private social networks. 3. Networking networks. 4. How to create a social network?
Topic 6: DIGITAL MARKETING PLAN
1. Digital canvas model. 2. Digital Marketing plan structure.
Topic 7: Web analytics
1. Digital Dashboards: the importance of real time 2. KPIs 3. Split test

Skills
Generic skills of degree programme
CG 02. Analysis and summarizing ability applied to market situations and organizational problems in marketing.
CG 03. Planning and problem solving ability in the area of marketing.
CG 04. Ability to apply knowledge acquired in different contexts related to marketing and its various areas of study in an interdisciplinary or transverse way.
CG 09. Ability to learn independently in order to continue training to learn how to acquire the cognitive abilities and relevant knowledge applied to the professional and business activity.
CG 10. Display initiative, creativity, and enterprising spirit when applying marketing practices and strategies.
Skills specific to the sub-field of knowledge
CE 8. Ability to set the most appropriate objectives and strategies in the context of digital marketing, as well as for properly selecting and measuring results from online media platforms.

TEACHING APPROACH AND STRATEGIES

General learning and teaching approach of the course
The methodology of the course is based on different types of classroom sessions covering multiple areas of the learning sequence. Along the class, students will solve problems, make presentations and discuss about new trends and business cases.
The teacher will provide the relevant documentation, which students are REQUIRED TO READ BEFORE EACH LECTURE. During the class, students will work to solve problems and debate issues related to the theory covered.

Class-based activities	Skills
AF1. Lectures	CG 02, CG 09
AF3. Case study work	CG 03, CG 03, CG 04, CG 09
AF3. Oral presentations	CG 10
Out of class activities	**Skills**
AF4. Individual research	CG 02, CG 03
AF5. Book and paper reading	CG 02, CG 03, CG 04, CG 09
AF6. Group work	CG 10

ASSESSMENTS AND ASSESSMENT CRITERIA

Assessment activities*	CRITERIA	Weight
Final test	To measure understanding of fundamental ideas and knowledge	35%
Group assignment	Rubric	25%
Oral presentation of group project	Rubric	20%
Workshops and individual assignment	Rubric	20%
If you fail the course	**CRITERIA**	**Weight**
Final test	To measure understanding of fundamental ideas and knowledge	75%
Individual assignment	Rubric	25%

* If the student fails any assessment concept, s/he will have another chance to repeat the work. The deadline will be the week marked as re-sit period in the academic calendar.
Students on dispensation will have to agree on a project task with the teacher in order to pass the course.

SUMMARY OF STUDENT WORKLOAD			
CONTACT HOURS			
LECTURES	**ACTIVITY BASED CLASSES**		**TESTS**
12	10		3
HORAS NO PRESENCIALES			
INDEPENDENT STUDY	**INDEPENDENT WORK**	**GROUP WORK**	**STUDY**
10	10	25	5
		CRÉDITOS ECTS 3	**75 hours**

RESOURCES

Basic Bibliography
• CHAFFEY, D., ELLIS-CHADWICK, F. AND CHAFFEY, D. (2012), Digital marketing, Pearson – Harlow.   • DAMIAN, R., CALVIN, J. (2014), Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page.   • DAOUD, H. (2014), 8 Essential Elements of a Social Media Marketing Strategy, Social Media Examiner.   • GUNELIUS, S. (2014), 5 Statistics that Define the Digital Marketing Landscape in 2014, Corporate Eye.   • KARWAL, S. (2015), Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing, Create Space.   • KAUSHIK, A. (2010), Web Analytics 2.0: The Art of Online Accountability and Science of

Customer Centricity, SYBEX.

- SCHAEFER, M. (2014), Social Media Explained: Untangling the World's Most Misunderstood Business Trend, Schaefer Marketing Solutions.

Transparencies and additional course materials

They will be provided during the course

Complementary Bibliography

- ESTRADE NIETO, J.M. et al. (2013), Marketing Digital. Marketing móvil, SEO y analítica web (Social Media), Anaya.

- PLUMMER, J.; RAPPAPORT, T. H. y BAROCCI, R. (2007), The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation, Advertising Research Foundation.

- RUSHKOFF, D. (2013), Present shock: When everything happens now. Penguin.

- SCHÖNBERGER, V. M. (2013), Big data: la revolución de los datos masivos. Turner.

- SEGAL, L. (2014), The Decoded Company: Know Your Talent Better Than You Know Your Customers, Penguin Group.

- SCOTT, D. M. (2013), The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly. John Wiley & Sons.

- SOLIS, B. (2013), Engage!: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web, Wiley and Sons.

- SOLIS, B. (2011), The end of business as usual: Rewire the way you work to succeed in the consumer revolution. John Wiley & Sons.

- 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.

- TUTEN, T.L. (2008), Advertising 2.0. Social media Marketing in a web 2.0 world. Praguer, Westford.

- WESTERMAN, G. (2015), Leading Digital: Turning Technology into Business Transformation, Harvard Business Review Press.