

**COMILLAS**

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2025 - 2026**TECHNICAL SHEET OF THE SUBJECT**

Data of the subject	
Subject name	Social Media Marketing
Subject code	E000011609
Main program	Official Master's Degree in Business Administration - MBA
Involved programs	Máster Universitario en Administración de Empresas (MBA) [First year]
Level	Postgrado 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	
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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 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



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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

CG01	Analytic and synthesis cognitive capacities applied to business situations and managing and organisation problems.	
	RA01	Describe, relaciona e interpreta situaciones y planteamiento de nivel medio.
	RA02	Selecciona los elementos más significativos y sus relaciones en las situaciones planteadas.
	RA03	Identifica las carencias de información y establece relaciones con elementos externos a la situación planteada.
	RA04	Es capaz de resumir y estructurar la información empleando los conceptos adecuados.
CG02	Management of data and information as key elements for decision-making and for identification, formulation and resolution of business problems.	
	RA01	Busca, conoce, sintetiza y utiliza adecuadamente datos primarios y secundarios procedentes de diversas fuentes.
	RA02	Conoce y usa Internet para buscar y manejar información, textos y datos.
	RA03	Discierne el valor y la utilidad de diferentes fuentes y tipos de información
CG03	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.	
	RA01	Identifica y define adecuadamente el problema y sus posibles causas.



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	RA02	Plantea posibles soluciones pertinentes y diseña un plan de acción para su aplicación.
	RA03	Identifica problemas antes de que su efecto se haga evidente.
	RA04	Dispone de la capacidad para tomar decisiones de una forma autónoma.
	RA05	Reconoce y busca alternativas a las dificultades de decisión en situaciones reales.
	RA06	Es capaz de ponderar diferentes factores (económicos, sociales y técnicos, entre otros) en el proceso de toma de decisiones y determinar su impacto.
CG04	Application of concepts and theories on business organizations in order to discover new business opportunities and acquire long-term competitive advantages.	
	RA01	Relaciona conceptos de manera interdisciplinar o transversal.
	RA02	Identifica correctamente los conocimientos aplicables a cada situación.
	RA03	Determina el alcance y la utilidad de las nociones teóricas.
CG05	Ethical commitment with a behaviour based in moral principles and those principles of the organisation when facing moral dilemmas and corporate social responsibility issues.	
	RA01	Utiliza el diálogo para colaborar y generar buenas relaciones.
	RA02	Muestra capacidad de empatía y diálogo constructivo.
	RA03	Es capaz de despersonalizar las ideas en el marco del trabajo en grupo para orientarse a la tarea.
	RA04	Participa de forma activa en el trabajo de grupo compartiendo información, conocimientos y experiencias.
	RA05	Se orienta a la consecución de acuerdos y objetivos comunes.
	RA06	Contribuye al establecimiento y aplicación de procesos y procedimientos de trabajo en equipo.
	RA07	Desarrolla su capacidad de liderazgo y no rechaza su ejercicio.
	RA08	Aplica conocimientos y formas de actuación contrastadas en situaciones conocidas a otras que son nuevas o inesperadas.
	RA09	Comprende que lo nuevo es una oportunidad de mejora y es consustancial a la vida profesional.
ESPECÍFICAS		
CE13	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.	
	RA01	Conoce y diferencia las competencias del Marketing Estratégico y del Marketing Operativo.



RA02	Desarrolla de manera sistemática las diferentes fases establecidas en los diversos procesos de planificación y gestión de la función Marketing.
RA03	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

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



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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

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



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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



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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

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Basic Bibliography

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WEBS Y BLOGS

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<http://dataconomy.com/>

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

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

<http://www.cmo.com>

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

<https://econsultancy.com>

<https://experiencematters.blog/>

<https://hbr.org/topic/analytics>

<https://loyalty360.org/>

<http://blog.bondbrandloyalty.com/>

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<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/>

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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>

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<https://open.spotify.com/show/3Loaoam1FqP2YH9RnB8GMV>

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