



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Digital Marketing
Subject code	E000011725
Main program	Grado en Análisis de Negocios/Business Analytics
Involved programs	Grado en Administración y Dirección de Empresas y Grado en Análisis de Negocios/Business Analytics [Fourth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	3,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Marketing
Coordinator	Carmen Valor Martínez
Schedule	4 hours week
Office hours	Request by email
Course overview	The digital environment, Web 2.0, and the Semantic Web have transformed business models and the way organizations communicate and interact with consumers. This course provides the practical knowledge needed to set appropriate objectives and strategies, to correctly select digital marketing platforms and channels, with a special emphasis on measuring the results of these actions. It also discusses how to integrate them into the company's marketing plan to drive the business forward. More specifically, the course addresses aspects such as web analytics, social media monitoring, E-Commerce and M-Commerce, and the shopping experience in the digital environment.

Teacher Information	
Teacher	
Name	Cristina Carranza Vallejo-Nágera
Department	Departamento de Marketing
E-Mail	ccarranza@icade.comillas.edu

SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
Digital marketing is the process of building and maintaining relationships between the company and its customers through actions in the digital (online) environment, in order to facilitate the exchange of ideas, products, and services that satisfy the needs of both parties. Due to the constant growth of the web and the increasing number of people connected to the internet, digital marketing has become a necessity for most companies. This also includes small businesses that want to operate online and create brand and positioning on the web. The internet is full of information. By having a website, customers can contact companies to find solutions to their needs. Digital marketing



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2025 - 2026

is aimed at generating sales, capturing potential customers (leads), and fostering loyalty in a digital environment.

This course introduces the strategic aspects of Digital Marketing.

It is complemented by Integrated Marketing Communication, which delves into the operationalization of the strategy.

Prerequisites

Marketing Fundamentals

Competencies - Objectives

Competences

GENERALES

CG02	Capacidad de análisis de datos masivos procedentes de diversas fuentes: texto, audio, numérica e imagen	
	RA1	Buscar, conocer, sintetizar y utilizar adecuadamente datos primarios y secundarios procedentes de diversas fuentes.
	RA2	Conocer y usar Internet para buscar y manejar información, textos y datos
	RA3	Discernir el valor y la utilidad de diferentes fuentes y tipos de información.
CG03	Resolución de problemas y toma de decisiones en un entorno de datos masivos tanto cuantitativos como cualitativos	
	RA1	Identificar y definir adecuadamente y proactivamente el problema y sus posibles causas
	RA2	Plantear posibles soluciones pertinentes y diseñar un plan de acción para su aplicación.
	RA3	Reconocer y buscar alternativas a las dificultades de aprendizaje teórico y práctico.
CG04	Capacidad para elaborar proyectos e informes de manera oral y escrita, difundiendo estas ideas a través de canales digitales	
	RA1	Aplicar los conocimientos de la disciplina en la producción de informes, memorias, proyectos y todo tipo de literatura en el ámbito académico
	RA2	Distinguir la naturaleza persuasiva de los productos de comunicación y concibe textos y exposiciones como agentes proactivos en la realidad diaria empresarial
CG08	Capacidad crítica y autocrítica en la sociedad de la información	
	RA1	Identificar, definir y explorar problemáticas de manera lógica y coherente dentro de un marco analítico adecuado
	RA2	Ser capaz de evaluar el trabajo propio y el de los demás.
	RA3	Ser capaz de desglosar en partes los problemas complejos, estableciendo relaciones causa efecto



CG09	Compromiso ético en la sociedad de la información	
	RA1	Ser honesto en el desarrollo de las actividades académicas y no ser pasivo ante la deshonestidad de otros
	RA2	Preocuparse por las consecuencias que su actividad y su conducta pueden tener para los demás.
	RA3	Conocer y desarrollar las bases de la ética profesional.
CG11	Capacidad para aprender y trabajar autónomamente en la sociedad de la información	
	RA1	Realizar sus trabajos y su actividad necesitando sólo unas indicaciones iniciales y un seguimiento básico
	RA2	Buscar y encontrar recursos adecuados para sostener sus actuaciones y realizar sus trabajos
	RA3	Ampliar y profundizar en la realización de sus trabajos.
ESPECÍFICAS		
CEO39	Fijar los objetivos y estrategias más adecuadas en el entorno del marketing digital, así como para la correcta selección y medición de resultados de las plataformas de medios on-line.	
	RA01	Comprende el impacto de las nuevas herramientas, procesos y plataformas en la estrategia de marketing tradicional de las empresas
	RA02	Diseña objetivos y estrategias eficaces de marketing digital, integrados adecuadamente en el plan de marketing de la empresa
	RA03	Conoce los principales conceptos relativos a retención de clientes en entornos digitales y previsión y gestión de las tasas de churn.
	RA04	Mide los resultados de las acciones y esfuerzos llevados a cabo

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Topic 1. Introduction to Digital Marketing

1.1. Traditional Marketing vs. Relational Marketing vs. Digital Marketing

1.2. Renewal of the Classic Model and the Digital Ecosystem as a New Market

1.3. Digital Marketing in the Marketing Mix

1.4. Canvas Model in the New Digital Economy

Topic 2. Information and Technology: Business Intelligence

2.1. Sources of Information, Data, and Databases



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus 2025 - 2026

2.2. CRM and Social CRM

2.3. Transforming Data into Intelligence

Topic 3. Omnichannel: The New Consumer and New Purchase Models

3.1. Typology of Digital Consumers

3.2. Buyer Persona

3.3. Digital Customer Journey

3.4. New Purchase Processes: ZMOT, Micromoments, ROPO Models, DORPO, Showrooming, BOPIS...

Topic 4. New Strategies in Marketing

4.1. Get, Keep, and Grow Model

4.2. Acquisition and Retention Processes

4.3. Social Media Marketing

Topic 5. The Digital Marketing Plan

5.1. The Digital Marketing Plan

5.2. KPIs in Digital Marketing

TEACHING METHODOLOGY

General methodological aspects of the subject

The objective of the working methodology can be summarized in the following points:

Understand the effect of new tools, processes, and platforms on companies' digital strategy.

Be able to develop and implement a digital marketing plan.

Be capable of integrating the digital strategy into the overall marketing plan of a company.

Evaluate the parameters for launching a new digital business.

Analyze, understand, and convert the results of the strategy into benefits for the company (ROI).

It is expected that, once the course is completed, students will be able to develop digital marketing strategies, direct their actions towards customers, analyze the actions taken, measure the results (ROI), and choose the best tools to carry out the actions. All this with the rhetorical and sales skills of a digital marketing project.

The teaching method employed in the course is also aimed at strengthening the spirit of self-criticism and creativity, which are essential for the development of their professional careers, as well as enhancing their communication skills in a socially interactive classroom environment.

The course methodology is based on different types of sessions covering multiple areas of the learning sequence. Throughout the class, students will solve problems, make presentations, and discuss new trends and business cases.



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2025 - 2026

The professor will provide the necessary documentation that students must read before each class.

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Lecciones de Carácter expositivo	Ejercicios y resolución de casos y de problemas
10.00	20.00
NON-PRESENTIAL HOURS	
Estudios individual y/o en grupo, y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos
30.00	15.00
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	Rubric	50
Individual work	Rubric	10
In-group work	Rubric	40

Ratings

Correction rubrics will be included in each assignment.

For ICADE OUT students, 100% of their grade will be the final exam.

Students may lose the right to take the final exam if they do not meet the minimum attendance requirement of 75% of the sessions.

Students who do not pass the course in the extraordinary session will retain their practical grade and retake the complete exam. If they have not passed the practicals, they must complete a special practical plan.

Students in their third or subsequent attempts must complete a special practical plan (50%) and the exam (50%).

Note: The improper use of ChatGPT or other generative artificial intelligence (GAI) will be considered a serious offense according to the



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus 2025 - 2026

University's General Regulations, art. 168.2.e, as: "carrying out actions intended to falsify or defraud the academic performance evaluation systems." The consequences of this will be "temporary expulsion of up to three months or the prohibition of taking exams in the next session following the imposition of the sanction, in one or more subjects in which the student is enrolled, [...] in addition to resulting in a failing grade (0) in the respective subject, [...] [and] the prohibition of taking the exam for that subject in the next session." In this regard, the use of ChatGPT or other GAI will be considered improper (and therefore prohibited) in the context of team work and exercises/cases in the subject, as its use would seriously compromise the ability of these evaluation systems to assess the student's acquisition of the subject's competencies.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

HAFNEY, 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.

GALLOWAY, SCOTT (2017), The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google, Random House Large Print.

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, etc., Sybex.

KAUSHIK, A. (2010), Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, SYBEX.

O'REILLY, TIM (2017), The WTF?! Economy, O'Reilly Statement.

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

Complementary Bibliography

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

ARIKAN, A., (2008), Multichannel Marketing, Ed. Sybex.



ARTUN, O. (2015), Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data

LINDSTROM, MARTIN (2016), Small Data, Deusto.

MARR, BERNARD (2017), Big data en la práctica, TEEL.

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

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



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2025 - 2026

CRISTAL, G. (2014), Ad Serving Technology: Understand the marketing revelation that commercialized the Internet.

DAVENPORT, T. (2013), Competing on Analytics: The New Science of Winning

FLORES, L., (2013), How to Measure Digital Marketing: Metrics for Assessing Impact and Designing Success

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

HOLIDAY, R. (2014). Growth Hacker Marketing. Ediciones Anaya Multimedia, Madrid.

JEFFERY, M., (2010), Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know, Kellogg School of Management.

KAUSHIK, AVINASH (2011), Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity

KALBACH, J. (2015) Mapping Experiences: A Guide to Creating Value through Journeys, Blueprints, and

Diagrams

KLAUS, P (2014), Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies

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

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.

Disponibles en el portal de recursos una selección de fuentes digitales de máximo interés para el correcto aprovechamiento de la asignatura.



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

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



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus 2025 - 2026

1. <http://www.cmo.com>

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

1. <https://econsultancy.com>

1. <https://experiencematters.blog/>

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

1. <https://loyalty360.org/>

1. <http://360connext.com/blog/>

1. <http://beagleresearch.com/>

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

1. <http://blog.cx-iq.com/>

1. <http://blog.kobie.com/>

1. <http://customerinsightleader.com/>

1. <http://data-informed.com/customer-analytics/>

1. <http://loyaltytruth.com/>



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus 2025 - 2026

1. <http://www.crmsearch.com/blog.php>

1. <http://www.customology.com.au/category/news/>

1. <http://www.destinationcrmblog.com/>

1. <http://www.juiceanalytics.com/writing/>

1. <http://www.thewisemarketer.com/>

1. <https://beyondphilosophy.com/>

In compliance with current regulations on the **protection of personal data**, we would like to inform you that you may consult the aspects related to privacy and data that you have accepted on your registration form by entering this website and clicking on "download"

<https://servicios.upcomillas.es/sedelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792>