



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Digital marketing
Subject code	E000005853
Main program	Official Master's Degree in Marketing
Involved programs	Máster Universitario en Marketing [Primer Curso]
Level	Postgrado Oficial Master
Quarter	Semestral
Credits	3,0 ECTS
Type	Obligatoria
Coordinator	Antonio Tena Blázquez
Schedule	3 hours per week
Office hours	Ask for an appointment via email
Course overview	Students must devise, prepare and execute a Digital Marketing Plan, measuring the results of the actions carried out. They also have to manage some of the tools that the digital ecosystem offers them. In addition, they are intended to be able to think and act in terms of the new digital economy.

Teacher Information	
Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
<p>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.</p> <p>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.</p>



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 for the future of professionals and businesses 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)

Prerequisites

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

Competencies - Objectives

Competences

GENERALES

CG01	Capacidad de Gestión de la información y de datos sobre entorno, mercados y resultados de la estrategia de marketing	
	RA1	Capacidad de Gestión de la información y de datos sobre entorno, mercados y resultados de la estrategia de marketing
	RA2	Conoce y usa Internet para buscar y manejar información, textos y datos
	RA3	Discierne el valor y la utilidad de diferentes fuentes y tipos de información
CG02	Competencia de análisis y síntesis aplicadas a situaciones de mercados y problemáticas organizativas en marketing	
	RA1	Describe, relaciona e interpreta situaciones y planteamiento de nivel medio, identificando las variables que configuran los mercados, los competidores y los consumidores un fenómeno y sobre las que debe buscar información
	RA2	Identifica fuentes de datos, extrae o genera datos de diversas fuentes y prepara datos para el análisis
		Maneja las herramientas, procesos e infraestructura necesaria para transformar los



	RA3	Maneja los instrumentos, procesos e infraestructura necesaria para transformar los datos en información
	RA4	Identifica problemas antes de que su efecto se haga evidente
	RA5	Hace sugerencias a partir del análisis
	RA6	Presenta la información de manera efectiva utilizando distintos soportes (textuales, gráficos, audio y vídeo)
CG03	Capacidad de planificación y resolución de problemas en el área de marketing	
	RA1	Identifica y define adecuadamente y proactivamente el problema y sus posibles causas
	RA2	Plantea posibles soluciones pertinentes y diseña un plan de acción para su aplicación
	RA3	Reconoce y busca alternativas a las dificultades de aprendizaje teórico y práctico
CG04	Capacidad de aplicar los conocimientos adquiridos en diferentes entornos relacionados con el marketing y sus diferentes áreas de estudio de manera interdisciplinar o transversal	
	RA1	Relaciona conceptos de manera interdisciplinar o transversal
	RA2	Identifica correctamente los conocimientos aplicables a cada situación
	RA3	Determina el alcance y la utilidad de las nociones teóricas
	RA4	Integra las nuevas tendencias relevantes en el enfoque y resolución de problemas
CG05	Razonamiento crítico y argumentación acorde con la comprensión del contexto externo y el proceso de administración y dirección de marketing	
	RA1	Identifica, establece y contrasta las hipótesis, variables y resultados de manera lógica y crítica
	RA2	Revisa las opciones y alternativas con un razonamiento crítico que permita discutir y argumentar opiniones contrarias
	RA3	Da evidencias sólidas que fundamenten sus conclusiones y sugerencias
ESPECÍFICAS		
CE07	Innovación/Innovation	
	RA1	Sabe evaluar los aspectos funcionales, técnicos, económicos y personales implicados en el proceso de innovación



	RA2	Toma de decisiones en relación con metodologías e instrumentos de innovación en las áreas relevantes en la empresa.
	RA3	Dispone de las herramientas para promover, planificar y gestionar los procesos de innovación y diseño competitivos
	RA4	Es capaz de promover ideas innovadoras y para el desarrollo de mecanismos y habilidades creativas
CE08	Marketing digital/Digital marketing	
	RA1	Comprende el impacto de las nuevas herramientas, procesos y plataformas en la estrategia de marketing tradicional de las empresas
	RA2	Diseña objetivos y estrategias eficaces de marketing digital
	RA3	Discute cómo integrar este tipo de acciones en el plan de marketing de la empresa de cara a impulsar el negocio
	RA4	Mide los resultados de las acciones y esfuerzos llevados a cabo
CEOPT01	Análisis de datos para la toma de decisiones/Advanced analytics	
	RA1	Emplea la forma de análisis adecuada para resolver problemas complejos
	RA2	Entiende salidas de datos de análisis
	RA3	Comunica eficazmente las conclusiones de sus análisis

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Block I. CONCEPTS AND CONTEXT

Topic 1. Introduction to digital marketing

- 1.1. Traditional marketing VS relationship marketing VS digital marketing
- 1.2. Introduction to the Internet: from web 1.0 to web 4.0
- 1.3. Renewal of the classic model
- 1.4. Digital ecosystem as a new market
- 1.5. Digital marketing in the marketing mix
- 1.6. Canvas model in the new digital economy
- 1.7. The Digital Marketing Plan



Block II: INTERNET BUSINESS INTELLIGENCE

Theme 2. Databases and information sources

- 2.1. Data in the new digital economy
- 2.2. First party data, second party data, third party data

Theme 3. CRM in the digital ecosystem

- 3.1. CRM and Social CRM
- 3.2. Main CRM and Social CRM tools Salesforce, Adobe, Siebel, Xeerpa, Gigya
- 3.3. Social Intelligence
- 3.4. Main social intelligence tools: Brandwatch, Radian6, Buzzmonitor, Hubspot

Topic 4. Transforming data into intelligence

- 4.1. Cookies and behaviour
- 4.2. DMP (data management platform)
- 4.3. Onmichannel in the digital strategy
- 4.4. Big data, small data, smart data

Legal and ethical aspects of information management

- 5.1. GDPR
- 5.2. Cookie law

Block III: THE DIGITAL CONSUMER

The new digital consumer

- 6.1. Types of digital consumers
- 6.2. The digital native and the digital immigrant
- 6.3. The digital millennials
- 6.4. Buyer person

Block IV: THE NEW VALUE CHAIN OF DIGITAL MARKETING

Topic 7. New purchasing models

- 7.1. Digital Customer Journey
- 7.2. New purchasing processes: ZMOT, micromoments, ROPO models, DOROPO, showrooming, BOPIS...

Topic 8. Inbound Marketing

- 8.1. Get, keep and grow model
- 8.2. Recruitment processes: SEO/SEM, RTB and programming, retargeting, affiliate networks (GDN)

Loyalty tools: SEM, RTB, email marketing, digital touchpoints

- 8.4. Flywheel model and the conversion funnel

Topic 9. Social Media Marketing

- 9.1. Social Media Marketing
- 9.2. Main social networks



9.3. Social Media Strategies

9.4. Social Media analytics

Topic 10. Other Digital Marketing Tools

10.1. Digital product placement and transmedia narrative

10.2. Gamification and advertgaming

10.3. IoT

10.4. Online reputation management

10.5. Customer management: chatbots, livechats, RPA, IA, contact center 2.0, voice marketing

Item 11. Analysis of digital projects

11.1. Business KPIs

11.2. Digital KPIs

11.3. Relational KPIs

11.4. Creation of dashboards

TEACHING METHODOLOGY

General methodological aspects of the subject

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

The teacher will provide relevant documentation that students should read before each class. During the class, students will work to solve problems and discuss issues related to the theory of the established.

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS		
Lecciones de carácter expositivo	Análisis y resolución de casos y ejercicios, individuales o colectivos	Presentaciones orales, seminarios y debates
12.00	12.00	12.00
NON-PRESENTIAL HOURS		
Estudio individual y lectura organizada	Análisis y resolución de casos y ejercicios, individuales o colectivos	Simulaciones, juegos de rol, dinámicas de grupo
15.00	10.00	25.00
ECTS CREDITS: 3,0 (86,00 hours)		

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
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Final exam	To measure the understanding of fundamental ideas and knowledge	35 %
Group assignment	Heading	20 %
Oral presentation of the group project	Heading	20 %
Workshops and individual assignment	Heading	20 %

WORK PLAN AND SCHEDULE

Activities	Date of realization	Delivery date
Workshop on the new digital economy. Has the marketing we knew died?	Week 1	Week 2
Canvas model digital	Week 2	Week 3
Reflection on the new digital economy	Week 3	Week 4
E_Crm: from recruitment to loyalty and retention	Week 4	Week 5
Buyer persona and Customer Journey digital	Week 5	Week 6
Inbound Marketing and content marketing	Week 6	Week 7
The new mix in digital: POEM and GAFAM model	Week 7	Week 8

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

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- 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:

- GOROSTIZA, I., BARAINCA, A. (2020), Data Analytics. Mide y vencerás. Ediciones Anaya Multimedia.
- GUNELIUS, S. (2014), 5 Statistics that Define the Digital Marketing Landscape in 2014, Corporate Eye.
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- KAUSHIK, A. (2010), Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, SYBEX.
- KOTLER, P. (2018), Marketing 4.0. LID editorial.
- SCHAEFER, M. (2014), Social Media Explained: Untangling the World's Most Misunderstood Business Trend, Schaefer Marketing Solutions.

Complementary Bibliography

- DAVIDOWITZ, S. (2020), Todo el mundo miente. Editorial Capitán Swing.
- ESTRADA NIETO, J.M. et al. (2013), Marketing Digital. Marketing móvil, SEO y analítica web (Social Media), Anaya.
- PEIRANO, M. (2020), El enemigo conoce el sistema. Editorial Penguin
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- RUSHKOFF, D. (2013), Present shock: When everything happens now. Penguin.
- SCHÖNBERGER, V. M. (2013), Big data: la revolución de los datos masivos. Turner.
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