



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Social media marketing
Subject code	E000004373
Main program	Official Master's Degree in Business Administration - MBA
Involved programs	Máster Universitario en Administración de Empresas (MBA) [Primer Curso]
Level	Postgrado Oficial Master
Quarter	Semestral
Credits	3,0 ECTS
Type	Optativa
Coordinator	Antonio Tena Blázquez
Schedule	3 hours per week
Office hours	Ask for an appointment via email
Course overview	Social media represents one of the most significant changes in consumer behavior, leading to fundamental transformations in the way organizations communicate and interact with consumers.

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 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	Capacidades cognitivas de análisis y síntesis aplicadas a situaciones de negocios y problemáticas organizativas de gestión	
	RA1	Describe, relaciona e interpreta situaciones y planteamiento de nivel medio
	RA2	Selecciona los elementos más significativos y sus relaciones en las situaciones planteadas
	RA3	Identifica las carencias de información y establece relaciones con elementos externos a la situación planteada
	RA4	Dispone de la capacidad para tomar decisiones de una forma autónoma
CG03	Resolución de problemas y toma de decisiones en los niveles estratégico, táctico y operativo de una organización empresarial, teniendo en cuenta la interrelación entre las diferentes áreas funcionales y de negocio	
	RA1	Identifica y define adecuadamente el problema y sus posibles causas



	RA2	Plantea posibles soluciones pertinentes y diseña un plan de acción para su aplicación
	RA3	Identifica problemas antes de que su efecto se haga evidente
	RA4	Dispone de la capacidad para tomar decisiones de una forma autónoma
	RA5	Reconoce y busca alternativas a las dificultades de decisión en situaciones reales
	RA6	Es capaz de ponderar diferentes factores (económicos, sociales y técnicos, entre otros) en el proceso de toma de decisiones y determinar su impacto
CG04	Aplicación de conceptos y teorías a las organizaciones empresariales para descubrir nuevas oportunidades de negocio y lograr la generación de ventajas competitivas duraderas	
	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
CG05	Capacidades interpersonales de escuchar, negociar y persuadir y de trabajo en equipos multidisciplinares para poder operar de manera efectiva en distintos cometidos, y, cuando sea apropiado, asumir responsabilidades de liderazgo en la organización empresarial	
	RA1	Utiliza el diálogo para colaborar y generar buenas relaciones
	RA2	Muestra capacidad de empatía y diálogo constructivo
	RA3	Es capaz de despersonalizar las ideas en el marco del trabajo en grupo para orientarse a la tarea
	RA4	Participa de forma activa en el trabajo de grupo compartiendo información, conocimientos y experiencias
	RA5	Se orienta a la consecución de acuerdos y objetivos comunes
	RA6	Contribuye al establecimiento y aplicación de procesos y procedimientos de trabajo en equipo
	RA7	Desarrolla su capacidad de liderazgo y no rechaza su ejercicio
	RA8	Aplica conocimientos y formas de actuación contrastadas en situaciones conocidas a otras que son nuevas o inesperadas
		Comprende que lo nuevo es una oportunidad de mejora y es consustancial a la



	RA9	Comprende que el trabajo es una oportunidad de mejora y es fundamental en la vida profesional
CG06	Compromiso ético en la aplicación de valores morales y los de la organización frente a dilemas éticos y de responsabilidad social corporativa	
	RA1	Asume la deontología y los valores asociados al desempeño de la profesión
	RA2	Persigue la excelencia en las actuaciones profesionales
	RA3	Asume una actitud responsable hacia las personas, con los medios y recursos que se utilizan o gestionan
	RA4	Se preocupa por las consecuencias que su actividad y su conducta puede tener para los demás
ESPECÍFICAS		
CEO4	Sabe aplicar las distintas herramientas de comunicación empresarial y tiene capacidad para elaborar un plan integral de comunicación, destacando la valoración de estrategias y tácticas de creación de mensajes y selección de medios sociales de comunicación	
	RA1	Conoce el proceso de creación de la comunicación y entiende el papel de los agentes implicados
	RA2	Comprende las ventajas y desventajas de cada herramienta de comunicación
	RA3	Comprende las ventajas y desventajas de cada medio o canal de comunicación
	RA4	Comprende las ventajas y desventajas de las distintas tácticas de mensajes y medios

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 ECONOMY AND DATA ECONOMY



Lesson 2: TECHNOLOGY AND INNOVATION

- 2.1. INNOVATION AND CREATIVITY IN THE DIGITAL WORLD
- 2.2. DISRUPTIVE TECHNOLOGIES
- 2.3. DIGITAL BUSINESS MODELS: SOCIAL MEDIA CANVAS MODEL
- 2.4. DATA WORLD: FROM CUSTOMER CENTRIC TO DATA CENTRIC
- 2.5. INTRODUCTION TO GAFAM MODEL
- 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 HACKER MARKETING
- 4.6. SOCIAL 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 types of class sessions that cover 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 class, students will work on solving problems and discussing issues related to the theory of the established one.

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.

In-class Methodology: Activities

Visitors' speeches

CG04, CE04

Case study

CG01, CG03,
CG04, CE04

Presentations

CG01, CG04,
CG05, CE04

Non-Presential Methodology: Activities

Personal research

CG01, CG04

Readings

CG04

Team work

CG01, CG06, CE04

SUMMARY STUDENT WORKING HOURS



CLASSROOM HOURS	
Lecciones de carácter expositivo	Análisis y resolución de casos y ejercicios, individuales o colectivos
14.00	16.00
NON-PRESENTIAL HOURS	
Análisis y resolución de casos y ejercicios, individuales o colectivos	Trabajos monográficos y de investigación, individuales o colectivos
20.00	25.00
ECTS CREDITS: 3,0 (75,00 hours)	

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Final exam	Measuring the understanding of fundamental ideas and knowledge	50 %
Team work	Presentation in group of a project	40 %
Individual/team workshops	Heading	10 %

Ratings

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

In order 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

In order 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 18	Week 21
Dashboard and KPIs in Social Media	Week 21	Week 23

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

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

HERNANDEZ DAUDER, M^a A., ESTRADE, J. M., JORDAN SORO, D. (2017). Marketing digital, mobile marketing, SEO y analítica web. Ediciones Anaya, Madrid

MACIA, F. (2019). Estrategias de Marketing Digital. Ediciones Anaya, Madrid

RODRÍGUEZ ARDURA, I. (Coord). (2007). Estrategias y técnicas de comunicación. Una visión integrada de marketing. UOC, Barcelona

ROSALES, P. (2010). Estrategia digital. Deusto, Bilbao

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



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2020 - 2021

Complementary Bibliography

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- CUESTA, F., & ALONSO, M. A. (2010). Marketing directo 2.0: cómo vender más en un entorno digital. Gestión 2000, Barcelona.
- GOROSTIZA, I., BARAINCA, A. (2020). Data Analytics. Mide y vencerás. Ediciones Anaya Multimedia, Madrid.
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- SANTAELLA LOPEZ, M. 2003. Derecho de publicidad. CIVITAS, Madrid.
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