TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Paid media y Marketing de Buscadores
Subject code	E000012997
Mainprogram	Grado en Análisis de Negocios/Business Analytics
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	3,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Marketing
Coordinator	Carmen Valor
Schedule	2 horas semanales
Office hours	1 hora semanal
Course overview	This course examines processes and architecture for managing digital and nondigital media, focusing speciallly on analytics as the basis for optimization. Also, the student will learn the fundamental aspects of search marketing, using data intellligence and monitoring to optimize brand performance.

Teacher Information	
Teacher	
Name	Blanca Torres Antiñolo
Department	Departamento de Marketing
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Prerequisites
Marketing analytics

Competencies - Objectives			
Competences			
GENERALES			
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 empresaria
CG07		Capacidad de liderazgo y trabajo en equipo, en la sociedad de la información
	RA1	Participar de forma activa en el trabajo de grupo compartiendo información, conocimientos y experiencias
	RA2	Desarrollar su capacidad de liderazgo y no rechazar su ejercicio
	RA3	Desarrollar estrategias y tácticas para hacer que se incorporen todos los miembros del equipo, tratando siempre de alcanzar acuerdos y objetivos comunes.
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.
ESPECÍFICAS		
CEO44		Diseñar y evaluar, y en su caso implantar, la compra de medios pagados en medios offline y online
	RA01	Conoce el ecosistema y proceso de planificación, compra y evaluación de medios pagados no digitales y digitales
	RA02	Elabora planes de medios para diferentes objetivos de marketing y diferentes públicos objetivos, usando las fuentes de información adecuadas.
	RA03	Propone métricas para la evaluación de tales planes y las interpreta correctamente como paso previo para la retroalimentación del proceso.
	RA04	Valorar, diseñar y ejecutar estrategias de optimización del posicionamiento en buscadores, combinando medios orgánicos y pagados

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Topic 1. Outbound vs. Inbound marketing

Topic 2. Strategies for Persuasion in Media

Topic 3. Media ecosystem and advertising planning strategy

Topic 4. Offline and online paid media

Topic 5. Strategic use of search marketing

Topic 6. Paid media and search media regulation

TEACHING METHODOLOGY

General methodological aspects of the subject
The objective of the course methodology is for students to understand and strategically use communication tools for a client-oriented communication plan. To achieve this, a sequential methodology will be applied to monitor the student's learning in different phases. The professor will provide technical notes on the topics, basic and supplementary bibliography, and key concepts will be reviewed in lectures. Students are expected to read the materials before class. They should be able to manage various sources of information to design their own working materials based on the provided technical notes. Practical activities in the classroom will reinforce the acquisition and application of the material covered in class. Tutorials and self-assessment activities will allow for the verification of the student's learning progress. Out-of-class assignments, both individual and group, will enable students to practically apply theoretical concepts. Written exams will assess the degree of significant understanding of concepts and the ability to apply them.

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	
Ejercicios y resolución de casos y de problemas	Estudios individual y/o en grupo, y lectura organizada
25.00	20.00
	ECTS CREDITS: 3,0 (75,00 hours)

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Final exam	Check exam guide	50 %
Group work	Rubric	35 %
Class contribution	Check Rubric	5 %

| Individual assignments | Check Rubric | 10 % |

Ratings

Correction rubrics will be included in each assignment.

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

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

Students who do not pass the course in the extraordinary session will retain their practical grade and will 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 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, unless otherwise specified in the assignment, 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

Charlesworth, A. (2020). *Absolute essentials of digital marketing*. Routledge.

Dhar, S., & Thomson, S. (2023). *A Marketer's Guide to Digital Advertising: Transparency, Metrics, and Money*. Kogan Page Publishers.

Kaufman, I., Horton, C., & Soltanifar, M. (2023). *Digital Marketing: Integrating Strategy, Sustainability, and Purpose*. Taylor & Francis.

Ryan, D. (2020). *Understanding digital marketing: A complete guide to engaging customers and implementing successful digital campaigns*. Kogan Page Publishers.

Visser, M., Sikkenga, B., & Berry, M. (2019). *Digital marketing fundamentals: From strategy to ROI*. Routledge.

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