

## 1. BASIC INFORMATION

Subject	DIGITAL MARKETING
Title	DEGREE IN MARKETING
School / Faculty	Social Sciences and Communication
Course	FOURTH
ECTS (credits)	6
Type	OPTIONAL
Language/s	SPANISH / ENGLISH
Modality	IN-PERSON
Semester	SECOND
Academic course	2025-2026
Coordinating teacher	CORNELIU ALBERTO BUDICA
Teachers	JOSÉ M. LAMIRÁN PALOMARES, LUZ MUSOLES, CORNELIU ALBERTO BUDICA

## 2. PRESENTATION

Digital Marketing is considered an optional subject within the Marketing Module, corresponding to the so-called digital itinerary, with a value of 6 ECTS credits. The subject introduces the students to the current context of marketing from the point of view of the digital economy, beyond the traditional conception of offline marketing. In this course, the students will learn what tools companies use in the online environment to promote themselves, to sell their products and/or to interact with consumers.

## 3. LEARNING OUTCOMES

### LEARNING OUTCOMES OF THIS DEGREE:

#### Knowledge:

K04: Ability to recognize technological and innovation strategies, as well as technological analysis tools and the technological capabilities of the company as a means of growth, development and improvement of its competitiveness.

#### Abilities:

A03: Ability to identify and understand the marketing and sales areas of the company, to apply various tools available for their management, as well as to know the main relationships with other departments.

#### Competences:

- CP11: Ability to understand and analyze consumer behaviour: ability to assess and predict behaviours and trends in various audiences in which consumers are classified in relation to a given product or service, both geographically and culturally or in terms of population segments.
- CP12: Ability to identify the stages that make up the process of economic transactions generated by digital content: to manage and assess a complete digital payment and collection process, including all the agents involved, as well as elements such as rates and frequency of reports and payments.
- CPT02. Transmit messages (ideas, concepts, feelings, arguments), both orally and in writing, strategically aligning the interests of various agents involved in the communication.
- CPT06. Integrate analysis with critical thinking in a process of evaluating different ideas or possibilities and their potential for error, based on evidence and objective data that lead to effective and valid decision-making.
- CPT07. Adapt to adverse, unexpected stressful situations, either personal or professional, overcoming them and even turning them into opportunities for positive change.

#### **LEARNING OUTCOMES OF THIS COURSE:**

The student will be able to:

- Know and understand the new terms and concepts of the digital environment.
- Understand the importance of digital strategy within the Company's Marketing Plan.
- Identify the differences between a blended / offline communication campaign.
- Know the new blended advertising market. New media, new supports and new formats.
- Manage Social Networks as new strategic marketing & communication tools.
- Know the methodology for creating advertising campaigns through web search engines.
- Identify the most relevant points within web content, and their influence on organic positioning in web search engines.
- Analyze, interpret and control the results of blended actions.

## **4. CONTENT**

Unit 1. Fundamental concepts of Digital Marketing

Unit 2. The digital strategy within the Company's Marketing Plan.

Unit 3. New media, supports and formats in the blended communication

Unit 4. Social Networks as a strategic marketing tool

Unit 5. Positioning on web search engines

Unit 6. Analysis tools and control of results in blended marketing campaigns

## **5. TEACHING-LEARNING METHODOLOGIES**

Here are the types of teaching-learning methodologies that will be applied in this course:

- Master classes
- Case studies
- Project-based learning

## **6. EDUCATIONAL ACTIVITIES**

Here are the types of educational activities that will be carried out and the number of hours students must allocate to each of them:

**In-person attendance:**

Educational activity	Number of hours
Master classes	27
Asynchronous master classes	13
Individual work	40
Oral presentations	15
Case analysis and problem solving	10
Preparation of projects	10
Group activities	20
Knowledge test	3
Tutorship	12
<b>TOTAL</b>	<b>150</b>

## 7. EVALUATION

Here are listed the evaluation systems and their weight in the overall grade on this subject:

In-person attendance:

Evaluation system	Weight
Knowledge test	40%
Case studies analysis and problem solving	20%
Works and projects	20%
Oral presentations	20%
<b>TOTAL</b>	<b>100%</b>

When you access the subject in the Virtual Campus, you will be able to consult the details of the evaluation activities that you must perform, as well as the delivery dates and the evaluation procedures for each one of them.

### 7.1. ORDINARY EXAMINATION

In order to pass the subject in the ordinary examination session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, you need to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

If you fail the subject in the ordinary examination session, you must attend the extraordinary examination.

Attendance: Students enrolled in on-site degree programs are required to attend **at least 75% of the classes** in order to comply with the conditions of the evaluation process and to receive feedback, support and academic guidance from the teacher.

## 7.2. EXTRAORDINARY EXAMINATION

In order to pass the subject in the extraordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

You must submit any activities which you either failed to present on their due term or you suspended in the ordinary session, by observing the correspondent corrections received from the teacher.

## 8. TIMELINE

Here is the timeline regarding the delivery of the activities evaluated on this subject:

Activities to be evaluated	Timeline
Various assignments during each module	First month
Digital Marketing Plan	Second month
Oral Presentation of the Digital Marketing Plan	Third month

This timeline is subject to changes for logistical reasons applicable to the activities. Any change shall be communicated to students in due time and manner.

## 9. BIBLIOGRAPHY

The reference work for following the subject is:

- Chaffey, D. & Ellis-Chadwick, F. (2022) *Digital Marketing: Strategy, Implementation and Practice*, 8<sup>th</sup> ed. Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). *Marketing 4.0: Moving From Traditional To Digital*. Wiley.
- Crestodina, A. (2018). *Content Chemistry* (5th ed.). ORBIT MEDIA STUDIOS INC.
- Siegel, E. (2013). *Predictive Analytics: The Power To Predict Who Will Click, Buy, Lie, Or Die*. John Wiley & Sons.
- Morgan, A. (2009). *Eating The Big Fish: How Challenger Brands Can Compete Against Brand Leaders* (2<sup>nd</sup> ed.). Wiley.
- Krug, S. (2005). *Don't Make Me Think: A Common Sense Approach To Web Usability* (2nd ed.). New Riders.

The recommended bibliography is listed below:

- Chaffey, D. & Ellis-Chadwick, F. (2022) *Digital Marketing: Strategy, Implementation and Practice*, 8<sup>th</sup> ed. Pearson.
- Kim, W. C., & Mauborgne, R. A. (2024). *Blue Ocean Strategy + Beyond Disruption* collection (2 books): *How To Create Uncontested Market Space And Make The Competition Irrelevant / Innovate... Displacing Industries, Companies, Or Jobs* (expanded ed.). Harvard Business Review Press.
- Ariely, D. (2009). *Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions*. Harper.

## 10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION

The Educational Guidance, Diversity and Inclusion Unit (ODI) offers support to our students throughout their university life to help them accomplish their academic achievements. Other pillars of our actions are the inclusion of students with specific educational support needs, the universal accessibility to various campuses of the university and the equity in providing opportunities.

This Unit offers students:

- Guidance and monitoring by providing personalized advice and plans to students who need to improve their academic performance.
- In terms of attention to diversity, non-significant curricular adjustments are made, that is, as regards methodology and evaluation, for those students with specific educational support needs, thereby pursuing equity of opportunities for all students.
- We offer students extracurricular training resources to develop various skills that will enrich their personal and professional development.
- Vocational guidance by providing tools and advice to students with vocational doubts or who believe that they have made a mistake when choosing their degree.

Students who need educational support can write to us at: [unidad.diversidaduev@universidadeuropea.es](mailto:unidad.diversidaduev@universidadeuropea.es)

## 11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to participate in satisfaction surveys in order to identify strong points and areas for improvement regarding the teaching staff, the qualification and the teaching-learning process.

Surveys will be available in the survey section of your virtual campus or by email.

Your assessment helps us improve the quality of the degree.

Thank you so much for your participation!