

1. BASIC INFORMATION

Subject	Marketing Digital I: SEO y SEM
Title	Marketing
School / Faculty	Social Sciences and Communication
Course	Primary
ECTS (credits)	6 ECTS
Type	Optional
Language/s	English
Modality	In person
Semester	Second semester
Academic course	2025-2026
Coordinating Professor	CORNELIU ALBERTO BUDICA
Professor	MARIA LUZ MARTINEZ MUSOLES JOSE MARIA LAMIRAN PALOMARES CORNELIU ALBERTO BUDICA

2. PRESENTATION

Digital Marketing is considered an optional subject within the Degree in Business Administration and Management, corresponding to the so-called digital itinerary, with a value of 6 ECTS credits. The subject introduces the student 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 student will learn what tools companies use in an online environment to promote themselves, sell their products or interact with consumers.

3. COMPETENCES AND RESULTS OF STUDYING

Knowledge

- CON04: Ability to recognize technological and innovation strategies, as well as technological analysis tools and the company's technological capabilities as a means of growth, development, and improvement of its competitiveness.

Skills

- HAB03: Ability to identify and understand the marketing and commercial areas within a company, apply the different available tools for their management, as well as understand their main relationships with other departments.

Basic competencies

- CP11: Ability to understand and analyze consumer behavior: capacity to evaluate and predict behaviors and trends in the different audiences into which consumers are classified in relation to a specific product or service, whether geographically, 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: manage and evaluate a complete process of digital payments and collections, including all involved

agents, as well as elements such as fees and reporting and payment frequency.

- CPT02: Convey messages (ideas, concepts, feelings, arguments), both orally and in writing, strategically aligning the interests of the different parties 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, and stressful situations, whether personal or professional, overcoming them and even turning them into opportunities for positive change.

Learning outcomes:

- LO1. Know and understand the new terms and concepts of the digital environment.
- LO2. Understand the importance of the digital strategy, within the Company's Marketing Plan.
- LO3. Identify the differences between a blended/offline communication campaign.
- LO4. Get to know the new blended advertising market. New media, new supports and formats.
- LO5. Manage Social Networks as new strategic marketing and communication tools.
- LO6. Know the methodology for creating advertising campaigns, through Internet search engines.

The table below shows the relation between the competencies developed within this subject and the pursued learning outcomes:

Competences	Learning outcomes
CB3, CE8, CE16	LO1. Know and understand the new terms and concepts of the digital environment.
CT3, CT16, CE8, CE16, CE23	LO2. Understand the importance of the digital strategy within the Company's Marketing Plan
CT4, CT16, CE8	LO3. Identify the differences between a blended/offline communication campaign.
CB2, CT4, CE8, CE16, CE17	LO4. Get to know the new blended advertising market. New media, new supports and formats.
CB3, CT16, CE16	LO5. Manage Social Networks as new strategic marketing and communication tools.
CB2, CT4, CT16, CE17	LO6. Know the methodology for creating advertising campaigns, through web search engines.
CB3, CT4, CT16	LO7. Identify the most relevant points within web content, and their influence on natural positioning in web search engines.
CB2, CB3, CB4, CT3, CT6, CE17, CE23	LO8. 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:

- Case studies
- Cooperative learning
- Problem-based learning (PBL)
- Project-based learning
- Master classes

6. LEARNING 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	35
Case analysis and problem solving	15
Data research and selection of information sources	15
Debates and colloquia	15
Preparation of reports and writings	10
Individual work	30
Group activities	10
Knowledge test	5
Tutorship	5
Oral presentations	10
TOTAL	150

7. ASSESSMENT

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%
Oral presentations	15%
Final project	25%
Class assignments	20%

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

To pass the subject in the ordinary 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.

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

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the Business degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination the student will receive an overall grade for the subject, thus consuming an examination attempt.

Attendance: students enrolled in on-site degree programs are required to attend **at least 70% of the classes** in order to comply with the conditions of the evaluation process and to receive feedback, support and academic guidance from the professor.

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.

Uncompleted activities from the ordinary examination must be submitted after receiving the corresponding corrections from the professor, or those that were not submitted.

8. SCHEDULE

Here is the timeline regarding the delivery of the evaluation activities for this subject:

Evaluation activities	Timeline
Various assignments for each module	After each unit
Digital Marketing Plan	Final class
Oral Presentation of the Marketing Plan	Final class

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 titles for following this subject:

Mandatory readings

- Crestodina, A. (2018). **Content chemistry** (5th ed.). Orbit Media Studios Inc.
- Chaffey, D., & Ellis-Chadwick, F. (2019). **Digital marketing: Strategy, implementation and practice** (7th ed.). Pearson.
- Siegel, E. (2013). **Predictive analytics: The power to predict who will click, buy, lie, or die**. John Wiley & Sons.

Recommended readings

- Krug, S. (2005). **Don't make me think: A commonsense approach to web usability** (2nd ed.). New Riders.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). **Marketing 4.0: Moving from Traditional to Digital**. Wiley.
- Morgan, A. (2009). **Eating the big fish: How challenger brands can compete against brand leaders** (2nd ed.). Wiley.
- Ariely, D. (2009). **Predictably irrational: The hidden forces that shape our decisions** (Revised and expanded ed.). Harper.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI) offers support to our students throughout their university life to help them achieve their academic achievements. Other pillars of our actions are the inclusion of students with specific educational support needs, universal accessibility on the different campuses of the university and the equalization of opportunities.

This Unit offers students:

1. Guidance and monitoring by providing personalized advice and plans to students who need to improve their academic performance.

2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, in those students with specific educational support needs, thereby pursuing equity of opportunities for all students.
3. We offer students different extracurricular training resources to develop various skills that will enrich their personal and professional development.
4. Vocational guidance by providing tools and advice to students with vocational doubts or who believe that they have made a mistake in choosing a degree.

Students who need educational support can write to us at: 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!