

1. BASIC DETAILS

Course	Digital Marketing
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	3º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester

2. INTRODUCTION

The Digital Marketing subject in the Bachelor's Degree in Advertising mainly aims to provide students with a deep understanding of the use of the digital environment in promoting products and services. It focuses on the use of digital techniques and tools to create effective marketing campaigns which are aimed at different audience segments.

In this subject, students learn how to create digital marketing strategies, analyse and measure the outcomes of digital campaigns and use advanced data analysis techniques in order to constantly improve campaign performance. Topical themes such as social media advertising, SEO, SEM and the creation of high-quality digital content are also covered. In short, the Digital Marketing subject in the Bachelor's Degree in Advertising is essential in preparing students for the current labour market, where a command of digital techniques and tools is crucial to success in advertising and marketing.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

Transversal skills (CT, by their acronym in Spanish):

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

Specific skills (CE, by their acronym in Spanish):

CE25 - Ability to describe the processes involved in the use of technology, estimate the resources required to efficiently design a communication product and defend the proposal made.

CE26 - Ability to identify and criticise the procedures established in the use of technology, as well as plan the way in which it should be used.

CE27 - Ability to use communication technology appropriately, discovering new uses of existing communication technology and predicting its ephemeral nature to be updated.

CE31 - Ability to recognise the marketing function and its contribution towards achieving the strategic goals of the company, and its position within the basic functions of the company.

CE32 - Ability to identify and assess the needs of consumers, designing procedures, creating products and solutions with which to channel demand towards the offer of brands, applying the technical tools used in market surveys and taking these as a guideline in decision-making, respecting fundamental rights and equality between men and women.

Learning outcomes (RA, by their acronym in Spanish):

RA1: Know and understand the new terms and concepts of the digital environment.

RA2: Understand the importance of the digital strategy within the Marketing Plan of the Company.

RA3: Identify the differences between online and offline communication campaigns.

RA4: Know about the new online advertising market. New media, new supports and new formats.

RA5: Manage social media as new strategic marketing and communication tools.

RA6: Know about methods to create advertising campaigns by means of online search engines.

RA7: Identify the most relevant points in web content and their influence on natural positioning in online search engines.

RA8: Analyse, interpret and control the outcome of online actions.

Skills	Learning outcomes
CB4, CT4, CE26	RA1
CB4, CT4, CE26	RA2
CB4, CT4, CE26	RA3

4. CONTENTS

- Fundamental concepts of Digital Marketing.
- Digital strategy within the Marketing Plan of the Company.
- New media, new supports and new formats of online communication.
- Social media as a strategic marketing tool.
- Positioning in online search engines.
- Tools to analyse and control online outcomes.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning
- Project-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	24
Asynchronous lectures	6
Case study analysis	15
Problem-solving	15
Oral presentations	15
Drawing up reports and written work	15
Group tutorials	10
Independent working	50
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	20.0
Reports and written work	20.0
Case study/problem scenario	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson.

Evans, D. (2020). Social media marketing: The next generation of business engagement. Wiley.

Jain, S. (2019). Digital marketing: A practical approach. Pearson.

Kothari, S., & Karodia, A. M. (2018). Digital marketing: Strategy and tactics. Oxford University Press.

Ryan, D., & Jones, C. (2020). Understanding digital marketing: Marketing strategies for engaging the digital generation. Kogan Page Publishers.

Smith, P. R., & Zook, Z. (2020). Marketing communications: Integrating offline and online with social media. Kogan Page Publishers.