

1. BASIC DATA

Subject	DIGITAL MARKETING
Qualification	BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT
School/ Faculty	FACULTY OF SOCIAL SCIENCES
Course	Fourth Grade
ECTS	6
Character	ELECTIVE
Language(s)	ENGLISH
Modality	ON-SITE
Semester	2
Academic year	2025-2026
Coordinating teacher	LUZ MARTINEZ MUSOLES
Teacher	LUZ MARTINEZ MUSOLES

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 course 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 which tools companies use in an online environment to promote themselves, sell their products or relate to consumers.

3. COMPETENCIES AND LEARNING OUTCOMES

Core Competencies:

- **CB2:** That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study.
- **CB3:** That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.
- **CB4:** Students are able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

Cross-curricular Competencies:

- **TC3:** Ability to adapt to new situations: to be able to assess and understand different positions, adapting one's approach as the situation requires.
- **CT4:** Capacity for analysis and synthesis: to be able to break down complex situations into their constituent parts; also to evaluate other alternatives and perspectives to find optimal solutions. Synthesis seeks to reduce complexity in order to better understand it and/or solve problems.
- **CT6:** Oral communication/written communication: ability to transmit and receive data, ideas, opinions and attitudes to achieve understanding and action, being oral that which is done through words and gestures and, written, through writing and/or graphic supports.
- **CT16:** Decision-making: Ability to make a choice among existing alternatives or ways to effectively solve different situations or problems.

Specific Competencies:

- **CE8.** Ability to identify and understand the marketing and commercial areas in the company, to apply the different tools available for their management, as well as to know the main relationships with other departments.
- **CE16.** Ability to understand and analyze consumer behavior: ability to evaluate and predict behaviors and trends in the different audiences in which consumers are classified in relation to a given product or service, both geographically and culturally or in terms of population segments.
- **CE17.** 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 the agents involved, as well as elements such as rates and frequency of reports and payments.
- **CE23.** Ability to recognize the technological and innovation strategies, as well as the technological analysis tools and the technological capabilities of the company as a means of growth, development and improvement of its competitiveness.

Learning outcomes:

- **RA1.** Know and understand the new terms and concepts of the digital environment.
- **RA2.** Understand the importance of the digital strategy within the company's Marketing Plan.
- **RA3.** Identify the differences between a semi-presential / offline communication campaign.
- **RA4.** Knowing the new blended advertising market. New media, new supports and formats.
- **RA5.** Manage Social Networks as new strategic marketing and communication tools.
- **RA6.** Know the methodology for the creation of advertising campaigns through Internet search engines.
- **RA7.** Identify the most relevant points within the web content, and its influence on the natural positioning in Internet search engines.
- **RA8.** Analyze, interpret and control the results of blended learning actions.

The table below shows the relationship between the competencies developed in the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB3, CE3, CE16	RA1. Know and understand the new terms and concepts of the digital environment.
CT3, CT16, CE8, CE16, CE23	RA2. Understand the importance of the digital strategy within the company's marketing plan.
CT4, CT16, CE8	RA3. Identify the differences between a semi-presential / offline communication campaign.
CB2, CT4, CE8, CE16, CE17	RA4. Knowing the new blended advertising market. New media, new supports and formats.
CB3, CT16, CE16	RA5. Manage Social Networks as new strategic marketing and communication tools.
CB2, CT4, CT16, CE17	RA6. Know the methodology for the creation of advertising campaigns through Internet search engines.
CB3, CT4, CT16	RA7. Identify the most relevant points within the web content, and their influence on the natural positioning in Internet search engines.
CB2, CB3, CB4, CT3, CT6, CE17, CE23	RA8. Analyze, interpret and control the results of blended learning actions.

4. CONTENTS

Unit 1. Fundamental concepts of Digital Marketing.

Unit 2. The digital strategy within the Marketing Plan of the Company.

Unit 3. New media, new supports and formats of blended communication.

Unit 4. Social Networks as a strategic marketing tool.

Unit 5. Positioning in Internet search engines.

Unit 6. Tools for analysis and control of results.

5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies to be applied Presential modality:

- Master Class
- Case method
- Project-based learning

6. LEARNING ACTIVITIES

The types of training activities to be carried out and the student's dedication in hours to each of them are identified below:

Campus based mode:

Learning activity	Number of hours
Master Lessons	27
Asynchronous Master Lessons	13
Self-Employment	40
Oral presentations	15
Performance of work	10
Case analysis	10
Participatory Group Activities	20
Knowledge test	3
Tutoring	12
TOTAL	150

7. ASSESSMENT

The following is a list of the evaluation systems, as well as their weight in the total grade of the course:

Campus-bases mode:

Evaluation system	Weight
Knowledge Test: Multiple Choice Test	40%
Case Study Resolution	20%
Oral Presentations	20%
Jobs	20%
TOTAL	100%

In the Virtual Campus, when you access the course, you will be able to consult in detail the evaluation activities to be performed, as well as the due dates and evaluation procedures for each of them.

7.1. First exam period

To pass the course in the ordinary exam, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary to obtain a grade higher or equal to 5.0 in the final test, so that it can be averaged with the rest of the activities.

7.2. Second exam period

To pass the course in the ordinary exam, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary to obtain a grade higher or equal to 5.0 in the final test, so that it can be averaged with the rest of the activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1. Brainstorming Social Networks	Week 3
Activity 2. Digital Marketing Basics Test	Week 5
Activity 3. Digital Intelligence Test	Week 7
Activity 4. Case study Company web audit	Week 9
Activity 5. Digital Marketing Plan Exhibition	Week 13 and 14
Activity 6. Knowledge test	Week 16 and 17

This schedule may be subject to modifications for logistical reasons. Any modification will be notified to the student in due time and form.

9. BIBLIOGRAPHY

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

- Chaffey, D. & Ellis-Chadwick, F. (2019) Digital Marketing. Strategy, Implementation and Practice 7ed. Pearson U.K.
- Chaffey, D. & Ellis-Chadwick, F. (2014) Marketing Digital. Estrategia, Implementación y Práctica 5ed. Pearson, México.
- Kotler, p. Kartajaya, H. & Setiawan, I. (2019) Marketing 4.0. Transforma tu estrategia para atraer al consumidor digital 2ªed. LID ed. Madrid.

10. DIVERSITY MANAGEMENT UNIT

Students with specific educational support needs:

Curricular adaptations or adjustments for students with specific educational support needs, in order to guarantee equity of opportunities, will be established by the Diversity Attention Unit (UAD, for its acronym in Spanish).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail. Your assessment is necessary for us to improve.

Thank you very much for your participation.