VNIVERSITAT Ð VALÈNCIA

COURSE DATA

Data Subject	
Code	36505
Name	Digital Marketing
Cycle	Grade
ECTS Credits	6.0
Academic year	2020 - 2021

Study (s)			
Degree	**Center**	**Acad. year**	**Period**
1332 - Degree in Business Intelligence and Analytics	Faculty of Economics	1	Second term

Subject-matter		
Degree	**Subject-matter**	**Character**
1332 - Degree in Business Intelligence and Analytics	6 - Marketing Digital	Basic Training

Coordination	
Name	**Department**
CUENCA BALLESTER, ANTONIO CARLOS	43 - Marketing and Market Research

SUMMARY

The subject of Digital Marketing will be responsible for giving an introduction to marketing in its traditional sense, to continue identifying the main differences, with marketing practices in the digital environment. It is intended that the student access knowledge of the behavior of the digital consumer, and be able to develop a digital marketing strategy, counting on the marketing's own instruments (marketing mix) and with the resources provided by the digital environment. There will also be a contact with the main tools that can be used in the marketing environment, such as web pages, blogs, social networks, e-commerce and efficiency control and measurement systems, such as they are the tools of web analytics.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No prior knowledge other than access to the degree is required.
There are no restrictions with respect to other subjects of the first course.

OUTCOMES

1332 - Degree in Business Intelligence and Analytics

- Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

- Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

- Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

- Acquire basic training that can be used to learn new methods and technologies and to adapt to new situations in academic and professional areas.

- Be able to solve problems and to communicate and spread knowledge, skills and abilities, taking account of the ethical, egalitarian and professional responsibility of the activity of business intelligence and analytics.

- Be able to produce models, calculations and reports, and to plan tasks in the specific field of business intelligence and analytics.

- Be able to access and manage information in different formats for subsequent analysis in order to obtain knowledge through data.

- Be able to make autonomous decisions in digital environments characterised by the abundance and dynamism of data.

- Be able to apply analytical and mathematical methods for the analysis of economic and business problems.

- Be able to plan, organise, monitor and evaluate the implementation of business strategies.

- Understand the impact of economic, political-legal, socio-cultural, technological and environmental variables on business activity.

- Demonstrate skills for analysis and synthesis.

- Be able to analyse and search for information from diverse sources.

- Be able to learn autonomously.

- Be able to use ICT, both in academia and in professional practice.

- Be able to define, solve and present complex problems systemically.

- Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility.

- Make strategic marketing decisions in digital environments.

- Make marketing mix decisions in the digital environment.

- Identify customer value in the digital environment.

LEARNING OUTCOMES

- Introduce students to digital marketing research, allowing them to become familiar with basic concepts, segmentation and analysis of consumer behavior in the digital field.
- Know and apply digital marketing research techniques: funnel analysis, attribution, text analysis and image behavior on the web.
- Apply the knowledge learned in each topic to the resolution of practical cases.
- Promote the analytical capacity of the student from the reading and discussion of specific articles on the contents of the program.
- Be able to apply different methods and techniques of research of a product or service in its digital aspect.

DESCRIPTION OF CONTENTS

1. MARKETING: CONCEPT AND STRATEGY

1.1 Definition of marketing and digital marketing
1.2 Marketing strategy: steps
1.3 External analysis: macroenvironment and microenvironment
1.4 Market research and segmentation
1.5 Alternative paradigms: Customer-community confirmation

2. OPERATIONAL MARKETING: THE TRADITIONAL MARKETING MIX

2.1 Product
2.2 Price
2.3 Distribution
2.4 Communication
2.5 Alternative paradigms: 7P's & 4C's

3. BEHAVIOR OF THE ONLINE CONSUMER

3.1 The traditional view: Black box model
3.2 The current vision: Customer path - types of conversion rate
3.3 Consumer choice and digital influence
3.4 Characteristics of the online consumer

4. DIGITAL MARKETING STRATEGY

4.1 Customer orientation, satisfaction and loyalty
4.2 Digital marketing strategy: concept and objectives
4.3 Formulation of the digital marketing strategy
4.4 Ethics in the digital marketing strategy

5. THE PRODUCT IN THE DIGITAL MARKETING MIX

5.1 Digital technology in the product
5.2 Product life cycle
5.3 The digital product brand

6. THE PRICE IN THE DIGITAL MARKETING MIX

6.1 The price in the digital environment
6.2 New pricing approaches
6.3 Alternative pricing structure and policies
6.4 Big Data and pricing

7. THE PLACE IN THE DIGITAL MARKETING MIX

7.1 New channel structures
7.2 Virtual organizations
7.3 Business models for e-commerce

8. THE COMMUNICATION IN THE DIGITAL MARKETING MIX

8.1 Promotion and conversation in digital media

8.2 Characteristics of digital media

8.3 Stages in the planning of an advertising campaign

9. COMMUNITY MANAGEMENT AND WEB ANALYTICS

9.1. Search Engine Marketing (SEM)

9.2. Online public relations and relationship management with influencers

9.3. Social networks and viral marketing

9.4. Good practices in digital communication use

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Computer classroom practice	30,00	100
Study and independent work	90,00	0
TOTAL	**150,00**	

TEACHING METHODOLOGY

Face-to-face theoretical class to present the essential theoretical contents of the subject, including theoretical concepts amd practical examples and other activitates that will facilitate content understanding and critical thinking.

Practical face-to-face classes, related to the resolution of problems, case studies, with application of techniques, oral presentations, debates, individually and / or as a team.

Autonomous work supervised and based on the realization of exercises, practical cases and issues to debate or online experiments, with tutorial support.

EVALUATION

Activity	% Qualification
Evaluation consisting of a test that will consider both theoretical short questions and case studies (THEORY)	40%
Continuous assessment (THEORY), counting participation and preparation of individual activities in the classroom.	10%
Evaluation of the practical activities developed by the student during the course, from the preparation of papers / reports and / or oral presentations, with defense of the positions	45%

developed by the student (PRACTICE)

Evaluation of the practical activities developed by the student during the course, from the preparation of papers / reports and / or oral presentations, with defense of the positions developed by the student (PRACTICE)	5%
Total	100%

REFERENCES

Basic

- 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

- Kotler, Ph. & Amstrong. G. (2018). Principios de marketing. (17th edition). Pearson, Madrid.

- Rodríguez-Ardura, I (2014). Marketing Digital y Comercio Electrónico. Pirámide, Madrid.

Additional

- Paczkowki, W. R. (2019). Pricing Analytics. Models and Advanced Quantitative Techniques for Producto Pricing. Routledge, London.

- Hofacker, C. F. (2018). Digital Marketing. Comunicating, Selling & Connecting. Edward Elgar Pub. Massachusets USA.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

1. **1.   Subject contents**

No changes are made to the teaching guide.

1. **2.   Workload and time planning of teaching**

No changes are made to the teaching guide.

1. **3.   Teaching methodology**

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of **online teaching**, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, **which remain the same days and times.**

In the case of **blended teaching**, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.

In the case of **face-to-face teaching**, students shall attend classes during the established timetable, in classrooms where attendance does not exceed 50% of their capacity.

1. **4.   Evaluation**

No changes are made to the teaching guide.

1. **5.   References**

No changes are made to the teaching guide.