COURSE DATA

Data Subject

Code	36505
Name	Digital Marketing
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

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
CALDERON GARCIA, MARIA HAYDEE	43 - Marketing and Market Research
MARIN GARCIA, ANTONIO	43 - Marketing and Market Research

SUMMARY

The subject of Digital Marketing is a subject of the first year of the Degree in Business Intelligence and Analytics. This subject will try to give an introduction to the discipline of marketing in its traditional and digital sense. It is intended that the student has access to marketing knowledge that allows the development of the marketing strategy and decision-making in the offline and online environment, with the proper marketing instruments (marketing mix) and with the resources provided by the digital environment.

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. 1. INTRODUCTION TO MARKETING AND DIGITAL MARKETING

1.1 Marketing definition and basics voconcepts
1.2 Digital marketing
1.3 Phases of the Marketing Plan
1.4 Ethics in the marketing strategy

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2. 2. DIGITAL MARKETING STRATEGY

2.1 Analysis of the environment
2.2 Market segmentation
2.3 Positioning of the company
2.4 Growth strategy

3. 3. THE CONNECTED CONSUMER

3.1 Customer journey
3.2 Psychology of the connected consumer
3.3 Factors influencing consumer behavior
3.4 Empowerment of the connected consumer

4. 4. THE RESEARCH OF DIGITAL MARKETING

4.1 Marketing data, intelligence and research
4.2 Techniques for obtaining primary data

5. 5. PRODUCT AND BRAND IN DIGITAL MARKETING

5.1 Products and services.
5.2 Decisions about products in digital marketing
5.3 Product life cycle in the digital environment
5.4 The brand of the digital product

6. 6. PRICE IN DIGITAL MARKETING

6.1 The price in the digital environment
6.2 Pricing strategies in digital marketing
6.3 Prices and competition in the digital ecosystem

7. 7. DISTRIBUTION OF DIGITAL MARKETING AND ELECTRONIC COMMERCE

7.1 The distribution channel, concept and trends
7.2 Disintermediation and reintermediation
7.3 Intermediaries: functions and classification
7.4 Electronic commerce

8. 8. DIGITAL MARKETING COMMUNICATION

8.1. The communication process in digital marketing

8.2. Digital marketing communications in own media

8.3. Digital marketing communications in paid and earned media

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, individually and / or as a team.

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

EVALUATION

Activity	%Qualication
Evaluation consisting of a test that whould consider both theoretical short questions and case studies. you will have to pass the exam to do average (THEORY)	40%
Continuous assessment (THEORY), counting participation and preparation of individual activities in the classroom.	10%
Inidividual practices and attendance at seminars (PRACTICE)	20%
Preparation and defense of a project (PRACTICE)	30%
Total	100%

Policy Statement: Students in the Digytal Marketing course are encouraged to responsibly utilize **Artificial Intelligence (AI)** tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

Cheating in an exam or plagiarizing an "assessable" work will have as an immediate consequence the qualification with a zero and the failure of the subject,
in accordance with the Evaluation and Qualification Regulations (hereinafter REC) approved by the Government Council on May 30, 2017 (art. 13 section 5);
the University Student Statute, approved by RD 1791/2010, of December 30; and the Letter of rights and rights of the students of the University of Valencia,
approved by Agreement of the Governing Council of October 19, 1993 and modified by ACG of April 30, 1998.
All students are advised that mobile phones or any other unauthorized electronic device or document may not be used in assessable tests and exams.
Any student who uses an electronic device that facilitates the resolution of the test (mobile phone, tablets, smart watch, earpiece... etc) will be invited to leave the classroom and will obtain a numerical grade of zero in the corresponding test (art. 13 section 6). The use of computers
laptops or digital tablets, it is allowed to take notes or view teaching material.
All the above measures will be applied regardless of the disciplinary procedure that may be initiated against the student and, if possible, the sanction that is appropriate according to the
current regulations (art. 13 section 7).

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. (2021). 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 (2020). Marketing Digital y Comercio Electrónico 2ªEdic. 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.