

**COURSE DATA****Data Subject**

Code	36534
Name	Digital Promotion
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	4	First term

Subject-matter

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	28 - Promoción Digital	Optional

Coordination

Name	Department
NARANGAJAVANA KAOSIRI, YEAMDUAN	43 - Marketing and Market Research

SUMMARY

It is an optional subject which will be taught for the fourth year students of Bachelor's Degree in Business Intelligence and Analytics (BIA). In today's competitive environment, companies need to adapt their marketing strategies and tactics to the dynamic digital environment. The subject presents and develops various knowledge related to a key element of marketing, promotion, and communication, which concentrate on its development in the digital environment. It explains, specifically, the concepts and utilities of different tools which are used lately in the market, such as digital advertising, SEO and SEM, or advertising and communication through social networks, email, blogs, or viral marketing. It also observes some knowledges related to the planning and selection of digital media.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

The subject, Digital Promotion, does not require any prerequisites, although a knowledge about company's performance, market strategies and operational marketing, and about the market in general are necessary. The subject is a continuation of the compulsory subject, Digital Marketing in the first year which consists of 6 ECTS credits, and the compulsory subject Analytical and Consumer Marketing in the second year which consists of 6 ECTS credits. It brings students closer to the commercial function of the company.

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

1332 - Degree in Business Intelligence and Analytics

- 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.
- 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.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

Knowledge of digital communication tools, allowing familiarization with basic concepts of web communication, digital formats, and communication in social networks.

To apply digital communication techniques: digital media selection and communication effectiveness.

To apply the knowledge learned in each topic to the resolution of practical cases.

To foster the student's analytical skills through reading and discussion of articles.

To be able to apply different methods and techniques of digital promotion of a product or service in its digital aspect.

DESCRIPTION OF CONTENTS

1. Need and importance of digital promotion

Traditional media vs. digital media

Evolution from traditional marketing tools to digital marketing tools

New trends in communication and advertising

The digital consumer

2. Digital media planning and selection, and communication effectiveness in digital environments

Digital planning

Stages of digital planning

Structure of a digital media plan

Selection of appropriate digital media

3. 360° Digital Advertising: UGC and FGC

Concept of 360° Digital Marketing and 360° Advertising

Typology of communication

Company-generated and user-generated content

360° advertising campaigns



4. User-generated content

Types of user-generated content

Motivation for content creation

Effects of user-generated content: eWOM

5. Advertising in social networks

Web 2.0, Web 3.0 and Social Networks

Promotion on social networks

Social network analysis

Social TV

6. Blog Marketing

Two-stage communication flow theory

Types of blogs

Blog-based business models

Strategies and techniques to improve blogs

7. Viral Marketing Viral

What is viral marketing?

Characteristics and development of a viral marketing campaign

Viral marketing campaign formats

Influencers

Viral marketing success stories

8. Email marketing

Definition of email marketing and its uses

Types of email marketing campaigns

Planning email marketing campaigns

Database in email marketing

9. Search Engine Optimization (SEO) and Pay per click tools (SEM)

How the search engine works (SEO/SEM)?

Key words

Relevant factors in search engine positioning (on page, off page)

Phases of a search engine optimization campaign and sponsored ads design

Google Ads y Banners



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

Classroom lectures to present the essential theoretical contents of the subject, including theoretical concepts with practical examples and other additional activities that will promote the understanding of contents and critical thinking.

Practical face-to-face classes, related to problem solving, case studies, publicity campaign simulation with a specific application, oral presentations, debates, individually and/or in teams.

Supervised autonomous work based on exercises, case studies and questions to be discussed or experiments to be carried out on-line, with tutorial support.

EVALUATION

REFERENCES

Basic

- Chaffey, D. & Ellis-Chadwick, F. (2019) Digital Marketing. Strategy, Implementation and Practice 7ed. Pearson U.K.
- Hanlon, A. (2019). Digital marketing: strategic planning & integration. Sage.
- M. Moens, J. Li dan T. Chua (2014), Mining User Generated Content, Boca Raton: CRC Press, Taylor and Francis Group.
- Shah, R., & Zimmermann, R. (2017). Multimodal analysis of user-generated multimedia content. Springer International Publishing.
- Zahay, D.L. (2015) Digital and social media marketing and advertising collection - Digital marketing management: a handbook for the current (or future), CEO-Business Expert Press
- Macia Domene, F., Gosende Grela, J. (2010) Marketing Online: Estrategias para gana clientes en Internet. Anaya Multimedia