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UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH

# **DIGITAL MARKETING FOR TECH COMPANIES TEACHING GUIDE. 2025-26**

## GENERAL DETAILS

|                                        |                                                               |
|----------------------------------------|---------------------------------------------------------------|
| <b>Course Title:</b>                   | Digital Marketing for Tech Companies                          |
| <b>Code:</b>                           | 801875                                                        |
| <b>Academic year:</b>                  | 2025-2026                                                     |
| <b>Degree title:</b>                   | Master's Degree in Communication of Technology and Innovation |
| <b>Number of credits (ECTS):</b>       | 5                                                             |
| <b>Place in the scheme of studies:</b> | 1 <sup>st</sup> Semester                                      |
| <b>Date of last revision:</b>          | July 2025                                                     |
| <b>Professor responsible:</b>          | Jaime Franco Caravante                                        |

## 1. GENERAL DESCRIPTION

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The course Digital Marketing for Technology Companies aims to familiarize students with the essential concepts of marketing, both in online and offline environments, and to prepare them for real-world challenges in a business context.

We will explore how organizations should design effective marketing strategies based on a deep understanding of the customer. Master's students will learn the importance of delving into consumer needs, behaviours, and motivations through data analysis, market research, and the use of customer insight tools.

The course promotes a user-centric perspective with the goal of training professionals capable of making decisions based on data and empathy toward the customer.

## 2. OBJETIVES

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By the end of the course, students will be able to:

- Understand how marketing supports key goals such as increasing sales, attracting potential users, or building long-term customer relationships.
- Relate the impact of the digital ecosystem to the definition and selection of effective marketing strategies.
- Understand the strategic role of customer insights in marketing strategy formulation.
- Develop an analytical and empathetic mindset by integrating quantitative and qualitative data to make decisions and identify consumer behaviour patterns, needs, and expectations.

### 3. LEARNING OUTCOMES

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#### Knowledge

K6.2: Relate the impact of the digital ecosystem to the definition and selection of effective marketing strategies.

#### Skills

S01: Communicate effectively orally, in writing, and graphically with others about learning, thinking, and decision-making, and participate in discussions, making use of interpersonal skills, such as active listening and empathy, that promote teamwork.

S02: Develop the ability to contribute to innovation in new or existing business institutions and organizations, through participation in creative projects and have the ability to apply skills and knowledge on technology-based entrepreneurship, organization and business development.

S03: Understand advanced digital technologies, so that they can be applied with a critical perspective, in diverse contexts, in academic, professional, social or personal situations.

S4.1: Design innovative strategies that incorporate creative approaches and disruptive solutions.

S8.2: Determine complex problems related to communication and marketing in digital environments, considering technological factors.

S10.2: Actively apply the use of results to support and optimize digital marketing strategies.

#### Competence

C01: Integrate the values of sustainability, understanding the complexity of systems, to undertake or promote actions that restore and maintain the health of ecosystems and improve justice, thus generating visions for sustainable futures.

C02: Identify and analyze problems that require autonomous, informed and reasoned decisions, to act with social responsibility, following ethical values and principles.

C03: Develop the capacity to assess inequalities based on sex and gender, to design solutions.

C4.1: Create content that is developed effectively across channels and platforms, ensuring consistency in message and maximizing results.

C6.2: Interpret key data and metrics to generate strategic insights that drive the

development of effective campaigns and the continuous optimization of marketing and communication strategies.

C7.3: Generate campaigns integrating different technologies in a critical way, based on the evaluation of their opportunities and threats.

## 4. CONTENT

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### LESSON 1. FUNDAMENTALS OF DIGITAL AND TRADITIONAL MARKETING

#### Specific learning outcomes

Students should be able to:

- Understand essential marketing concepts.
- Recognize paradigm shifts that drive the evolution of marketing.
- Know the role of marketing in the decision-making of technology companies.

#### Contents

- 1.1. Definition and evolution of marketing.
- 1.2. Digital marketing vs. traditional marketing.
- 1.3. Marketing in the age of AI.
- 1.4. Digital and traditional customer journey and conversion funnel.
- 1.5. Stages of the purchase funnel.
- 1.6. Branding in the digital era.

### LESSON 2. CUSTOMER BEHAVIOR

#### Specific learning outcomes

Students should be able to:

- Identify variables that affect consumption in an online or offline environment.
- Know technological research methodologies.
- Understand relevant factors in customer behaviour.
- Deep dive into the customer behaviour to get advantage of it in technological companies.

#### Contents

- 2.1. Internal variables that affect consumption: motivations, perceptions or experiences.
- 2.2. Impact and data related to the analysis of internal variables.
- 2.3. External variables that affect consumption: culture, personal influences or situations.
- 2.4. Impact and data related to the analysis of external variables.

## LESSON 3. MARKETING MIX AND DECISION-MAKING

### Specific learning outcomes

Students should be able to:

- Understand how data helps in business decisions in technological companies.
- Know the most relevant marketing variables that require action plans.
- Interpret real data and turn it into actions.

### Contents

- 3.1. The 4 Ps, 4 Es, and 4 Cs of Marketing.
- 3.2. Key KPIs in online and offline marketing.
- 3.3. The *buyer* persona and the value proposition.
- 3.4. Digital channels and tactics: SEO/SEM, advertising, influencer marketing...

## LESSONS 4. DESIGN OF THE MARKETING PLAN

### Specific learning outcomes

Students should be able to:

- Create a marketing plan and define goals.
- Structure a plan aligned with business objectives.
- Understand the relevance of following and adapting the marketing plan to the environment.
- Formulate measurable, business-aligned strategic objectives.

### Contents

- 4.1. Situation analysis and SMART goal definition.
- 4.2. Action plans.

## 5. TEACHING AND LEARNING METHODOLOGY

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The course is based on participatory classes complemented by prior reading of the course materials. In-class exercises and homework assignments are designed to reinforce the concepts and procedures presented during lectures.

Students are expected to dedicate study time to required readings and course materials.

The main activities include:

- Problem-solving exercises, debates, and case study analysis throughout the course.

- Practical sessions involving student participation in solving real-world cases and exercises.
- Group/cooperative work.
- Midterm exams during the course.
- AI is allowed if it is used as an assistant, under no circumstances can it be used to achieve the main objectives of the activity.

## 6. EVALUATION

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60% of the final grade is obtained from the continuous evaluation of the directed activities and the remaining 40% from the final exam. The final exam has two sittings.

The final grade (FG) will be calculated using the following formula:

$$\text{FG} = \text{Final Exam Grade} \times 40\% + \text{Continuous Assessment Grade} \times 60\%$$

A minimum score of 40 out of 100 is required on the final exam to calculate the final grade.

The course is passed with a final grade of 50 out of 100 or higher.

## 7. BIBLIOGRAPHY

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- Jobber, D, Ellis-Chadwick, F. (2016). Principles and practice of Marketing. McGraw-Hill Education.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2024). Marketing 6.0; El future es inmersivo. Acción Empresarial.
- Sainz de Vicuña, J. (2015). El plan de marketing digital en la práctica. Madrid: ESIC.
- Solomon, M. R. (2017). Consumer Behavior: Buying, Having, and Being, Global Edition (12.<sup>a</sup> ed.). Pearson Education Limited.



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