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UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH

# TEACHING GUIDE MARKETING IN DIGITAL ENVIRONMENTS 2023-24

## GENERAL INFORMATION

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|--|---|
| <b>Course title</b>                    | Marketing in Digital Environments                       |
| <b>Code:</b>                           | 801523  |
| <b>Academic year:</b>                  | 2023-2024   |
| <b>Master:</b>                         | University Master's Program in Marketing Management     |
| <b>No. of credits (ECTS):</b>          | 5   |
| <b>Place in the scheme of studies:</b> | 1 <sup>st</sup> term                                    |
| <b>Department</b>                      | Marketing and commercial management                     |
| <b>Head of department</b>              | PhD. Jessica Lingan                                     |
| <b>Date of last revision:</b>          | September 2023  |
| <b>Responsible Professor:</b>          | Prof. Marc Alegre Antón<br>Prof. Víctor Gallego Hidalgo |

## 1. GENERAL DESCRIPTION

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The Marketing in Digital Environments course is designed to provide students with the knowledge and skills necessary to understand, design and execute marketing strategies adapted to digital environments. In today's world, where online interactions and transactions are constantly growing, digital marketing has become essential for businesses to reach their target audience effectively.

The course covers topics such as the fundamentals of digital marketing, types of digital marketing, SEO and keyword research, effective website creation, email marketing campaigns, content marketing, social media, analytics and monitoring, ROI measurement and trends, and innovations in digital marketing. Ethical aspects related to digital marketing will also be explored and consideration of the social implications will be encouraged.

The sessions combine theoretical teaching with practical exercises and real world examples. Thus, students will achieve a deeper understanding of marketing in digital environments and have the skills and aptitudes needed to incorporate their knowledge into their work and future projects straight away.

## 2. OBJETIVES

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- Understand the fundamentals and advantages of digital marketing compared to traditional marketing.
- Become familiar with the different types of digital marketing, such as SEO, email marketing, and social networks.
- Understand the performance of a website using SEO techniques and keyword research.

- Design content strategies and email marketing campaigns to attract and retain customers.
- Determine a comprehensive digital marketing plan that incorporates new technologies and uses indicators to measure ROI and propose improvements in the strategy.

### 3. CONTENTS

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UNIT 1 FUNDAMENTALS OF DIGITAL MARKETING

UNIT 2 SITUATION ANALYSIS, DIGITAL DIAGNOSIS AND MARKETING OBJECTIVES

UNIT 3 DIGITAL MARKETING STRATEGIES

UNIT 4 TOOLS, MEDIA, AND CHANNELS

UNIT 5 SCHEDULE, BUDGET, MONITORING AND CONTROL

## UNIT 1. FUNDAMENTALS OF DIGITAL MARKETING

### Learning outcomes

After studying the unit and solving the exercises, students will be able to:

- Explain the fundamentals of digital marketing
- Describe the advantages of digital marketing
- Distinguish the types of digital marketing
- Analyze SEO and keyword research
- Create a website that meets marketing objectives
- Implement email marketing campaigns
- Use social networks and content marketing techniques
- Use Google Ads campaigns
- Track analytics and measure ROI
- Discuss the ethical implications of digital marketing
- Summarize modern trends and innovations in digital marketing
- Develop a comprehensive digital marketing plan.

### Content

- 1.1 What is digital marketing
- 1.2 Advantages of digital marketing
- 1.3 Types of digital marketing
- 1.4 SEO and keyword research
- 1.5 Creating a Website
- 1.6 Email marketing
- 1.7 Content Marketing
- 1.8 Google Ads
- 1.9 Facebook Ads
- 1.10 Analysis and monitoring
- 1.11 Creating a Digital Marketing Plan

- 1.12 ROI measurement
- 1.13 Trends and innovations in digital marketing

## **UNIT 2. SITUATION ANALYSIS, DIGITAL DIAGNOSIS AND MARKETING OBJECTIVES**

### **Learning outcomes**

After studying the unit and solving the exercises, students will be able to:

- Carry out an analysis of the current situation of the sector and the brand.
- Market research and define a digital diagnosis
- Set digital marketing goals
- Analyze the competition
- Create an ideal customer profile
- Evaluate the current digital presence
- Improve the usability of a website

### **Content**

- 2.1 Analysis of the current situation of the sector
- 2.2 Analysis of the situation of the brand
- 2.3 Assessment of the current digital presence
- 2.4 Usability evaluation methods for the web
- 2.5 Market research
- 2.6 Digital diagnosis
- 2.7 Study of the competition
- 2.8 Definition of marketing objectives
- 2.9 Creating an ideal customer profile

## **UNIT 3. DIGITAL MARKETING STRATEGIES**

### **Learning outcomes**

After studying the unit and solving the exercises, students will be able to:

- Identify the main elements and objectives of a digital marketing strategy.
- Implement digital marketing strategies to achieve specific objectives.
- Design an effective content strategy for different digital channels.
- Use SEO and SEM tools to improve the performance of digital marketing campaigns.
- Compare the features and functionality of different social platforms.
- Implement online advertising strategies to reach a specific audience.
- Use marketing automation techniques to save time and resources.
- Design digital marketing strategies that incorporate new technologies.

## **Content**

- 3.1 Strategic digital marketing planning
- 3.2 Content strategies
- 3.3 SEO and SEM strategies
- 3.4 Social media strategies
- 3.5 Online advertising strategies
- 3.6 Marketing Automation
- 3.7 Technologies applied to digital marketing

## **UNIT 4. TOOLS, MEDIA, AND CHANNELS**

### **Learning outcomes**

After studying the unit and solving the exercises, students will be able to:

- Apply the tools to improve the efficiency of the digital marketing plan process
- Identify and establish media and channels of digital marketing

### **Content**

- 4.1 Tools for effectiveness in digital marketing
- 4.2 Artificial intelligence tools for digital marketing
- 4.2 Media and channels of digital marketing

## **UNIT 5. SCHEDULE, BUDGET, MONITORING AND CONTROL**

### **Learning outcomes**

After studying the unit and solving the exercises, students will be able to:

- Establish a schedule for digital marketing strategies
- Create a budget for digital marketing strategies
- Know and apply the indicators for measuring the results of digital marketing strategies
- Establish proposals for improvements and adjustments in the digital marketing strategy

### **Content**

- 5.1 Schedule
- 5.2 Budget
- 5.3 Measuring results
- 5.4 Proposal for improvements and adjustments in the digital marketing strategy

## 4. TEACHING AND LEARNING METHODOLOGY

Euncet Business School-UPC's learning process brings together a combination of methodologies which, in a practical and innovative way, allow students to acquire skills specific to the professional exit profile that is expected in a master's degree and the digital context:

### LEARNING BY PROJECTS

Working in groups to develop and present tasks and projects, by responding to different situations or challenges posed during classes.

### CASE STUDIES

Solving hypothetical business issues to experiment with using a practical application of the theoretical content of the different subjects.

### INTERACTIVE CLASSES

The teaching sessions will take place based on continuous interaction between the students and the lecturers, who will teach with the objective of comparing the relevant concepts through the means of analysis and open debate, with the help of real-world case studies and simulations.

### ONLINE TUTORIALS

Personalised online sessions will be programmed to solve doubts and lend support to the different assignments and exercises posed during the course.

## 5. ASSESSMENT

According to the Bologna Process, the model rewards the student's constant and continued effort. 60 % of the mark is obtained through continuous assessment of the managed activities, and the remaining 40 % from the final exam, which is held in a single sitting.

The subject's final mark (FM) will be calculated according to the following formula:

- $FM = \text{Final Exam Mark} * 40 \% + \text{Continuous Assessment Mark} * 60 \%$
- The minimum mark of the final exam for the calculation of the FM will be 40 points over 100.
- The subject will be successfully passed with a FM equal to or higher than 50 points over 100.

| Activity type | Description                       | % Evaluation |            |
|---------------|-----------------------------------|--------------|------------|
| <b>Tasks:</b> |                                   |              | <b>55%</b> |
|               | E-mail en Mailchimp               | 25%          |            |
|               | Landing Page creation             | 25%          |            |
|               | Develop an SEO-friendly blog post | 25%          |            |

|                   |                                 |      |            |
|-------------------|---------------------------------|------|------------|
|                   | Google & Facebook Ads campaigns | 25%  |            |
| <b>Test:</b>      |                                 |      | <b>5%</b>  |
|                   | Test parcial                    | 100% |            |
| <b>Final exam</b> |                                 |      | <b>40%</b> |
|                   | Examen final                    | 100% |            |

## 6. BIBLIOGRAPHY

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### 6.1. BASIC BIBLIOGRAPHY

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- Dib, A. (2019). *El Plan de marketing de 1-página: consigue nuevos clientes, gana más dinero, y destaca entre la multitud*. Successwise.
- Sainz de Vicuña, J.M. (2017). *El plan de marketing digital en la práctica*. ESIC Editorial.
- Smith, P.R. (2021). *SOSTAC Guide to your Perfect Digital Marketing Plan*. PR Smith.

### 6.2. COMPLEMENTARY BIBLIOGRAPHY.

- Maciá, F. (2020). *SEO avanzado: casi todo lo que sé sobre posicionamiento web*. Anaya Multimedia.
- Gorostiza, I. & Barainca, A. (2020). *Data analytics: mide y vencerás*. Anaya Multimedia.
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