



centro adscrito a:



UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH

# **UNIVERSITY MASTER'S PROGRAM IN MARKETING MANAGEMENT**

**MARKETING IN DIGITAL  
ENVIRONMENTS  
TEACHING GUIDE  
2022-2023**

## GENERAL INFORMATION

<b>Course title</b>	Marketing in Digital Environments
<b>Code:</b>	801523
<b>Curso:</b>	2022-2023
<b>Master:</b>	University Master's Program in Marketing Management
<b>No. of credits (ECTS):</b>	5
<b>Prerequisites:</b>	No previous requirements
<b>Place in the scheme of studies:</b>	2022-2023   First quarter
<b>Date of last revision:</b>	January 2023
<b>Responsible Professor:</b>	Ph.D Gemma Gómez Bernal Prof. Marc Alegre Antón

## 1. GENERAL DESCRIPTION

The continuous technological evolution and its social adoption shapes a changing reality full of opportunities and challenges for many companies and sectors. The ability to adapt and transform is essential for success in current environments and take advantage of the full potential of the digital ecosystem. To this end, there is a growing demand for specialized professionals who can respond to the needs raised and develop new strategies.

Considering this environment, the Marketing in Digital Environments course seeks to provide students a holistic view of the current trends, tools and possibilities offered by digital marketing to companies, as well as to acquire specific knowledge focused on the executive role.

The training program conveys to the students the methodology for effectively planning and executing a digital marketing plan, and takes this as the central axis, allowing the assimilation and implementation of the concepts, methods, tools and strategies necessary for its design and execution.

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. OBJECTIVES

At the end of the course the student should be able to:

- Recognise the latest digital marketing trends and the opportunities that it brings to a company.
- Understand the digital environment paradigms.
- Be familiar with the concepts SEO/SEM/SMO, which are basic management online tools, learning to differentiate organic search engine optimization activities from purchasing sponsored spaces.
- Be able to execute a Good digital marketing plan.
- Identify and use the main tools for tracking and evaluation of results.

## 3. CONTENTS

UNIT 1. Digital marketing for executives

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UNIT 2. Introduction to the digital marketing plan

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UNIT 3. Stage 1 of the digital marketing plan: Situation analysis and digital diagnosis

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UNIT 4. Stages 2 and 3 of the digital marketing plan: Objectives and selection of strategies

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UNIT 5. Stage 4 of the digital marketing plan: Action Plan

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UNIT 6. Stage 5 of the digital marketing plan: Measurement and reporting

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UNIT 7. Web and social media analysis

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## UNIT 1. MARKETING DIGITAL FOR EXECUTIVES

### Learning outcomes

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

- Understand the value and possibilities of digital marketing.
- Identify the needs and behaviour of new types of costumers.
- Distinguish the terms digital marketing and digital transformation and identify its challenges and opportunities.

- Recognise current digital trends and digital marketing strategies.
- Understand the differences between online and offline marketing actions.

## Content

1. Digital marketing. Definition and value.
2. Fundamental concepts of digital marketing.
3. Digital transformation: Environment, tools, customer and company.
4. Online marketing vs offline marketing.
5. Digital business models.

## UNIT 2. INTRODUCTION TO THE DIGITAL MARKETING PLAN

### Learning outcomes

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

- Understand what a digital marketing plan is and what is for.
- Recognise the standard structure of a digital marketing plan.
- Be able to use the right methodology for implementing a one-sheet digital marketing plan.

### Content

1. Marketing plan vs digital marketing plan. Concept and uses.
2. Stages of a digital marketing plan:
  - Analysis internal and external analysis.
  - Establishing objectives.
  - Design and selection of strategies.
  - Action plan.
  - Measurement, diagnosis and results reporting.
3. The one-sheet digital marketing plan. The value of synthesis.
  - Three-phase structure.
  - Advantages and disadvantages.

## UNIT 3. STAGE 1 OF THE DIGITAL MARKETING PLAN: SITUATION ANALYSIS AND DIGITAL DIAGNOSIS

### Learning outcomes

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

- Analyse the current digital situation of a company and identify its opportunities, strengths and weaknesses for the design of a digital marketing plan.

- Know how to analyse the external situation of a company, its market, based on micro and macro environment factors.
- Design a digital diagnosis.

### Content

1. Situation analysis. Audit.
2. External analysis. Macroenvironment and microenvironment.
3. Analysis of the target audience.
4. Demand analysis. Trends, geolocation and demand statistics.
5. Analysis of the digital ecosystem. Website, social media, search engine optimization, content marketing, affiliate marketing...

## UNIT 4. STAGES 2 AND 3 OF THE DIGITAL MARKETING PLAN: OBJECTIVES AND SELECTION OF STRATEGIES

### Learning outcomes

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

- Define the objectives of a digital marketing plan.
- Understand the difference between conversions and objective achievement.
- Get to know the usual behavior of users and potential customers.
- Identify the main digital marketing strategies.

### Content

1. Typologies of objectives.
2. SMART objectives.
3. Strategies to know the behavior of users and customers.
4. Digital marketing strategies and tools.

## UNIT 5. STAGE 4 OF THE DIGITAL MARKETING PLAN: ACTION PLAN

### Learning outcomes

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

- Determine a digital action plan to create a value proposition.
- Identify and use the essential tools for the implementation of online marketing strategies.
- Schedule the actions that will be carried out.
- Calculate the budget to carry out the proposed plan according to the material and human resources needed.

### Content

1. Action plan. Fundamentals.
2. Main aspects for the development of an action plan.
3. Action plan development.

## UNIT 6. STAGE 5 OF THE DIGITAL MARKETING PLAN: MEASUREMENT AND REPORTING

### Learning outcomes

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

- Measure the digital marketing plan results.
- Identify the main KPI's for the right assessment of the digital marketing plan.
- Transform the data into valuable information.
- Make decisions and optimize a marketing plan based on the results of the analysis.
- Understand the growth rates and indicators of a digital business.
- Be familiar with reporting strategies for the correct presentation, interpretation and control of the plan results.

### Content

1. The importance of measurement.
2. Digital metrics and KPI's.
3. Growth rate and indicators.
4. Monitoring of a digital marketing plan.
5. Reporting of the results.

## UNIT 7. WEB AND SOCIAL MEDIA ANALYSIS

### Learning outcomes

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

- Recognise the basic techniques for the web measurement and analysis to understand and optimize its use and performance.
- Recognise the basic techniques for the social media measurement and analysis to understand and optimize its use and performance.

### Content

1. Web measurement techniques.
2. Google Analytics.
3. Google Data Studio.
4. Social media measurement techniques.
5. Social media measurement and analysis tools.

## 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>54%</b>
	e-mail marketing exercise	11,11%	
	Practical case study	11,11%	
	Digital Marketing plan partial submission	22,23%	

	Digital Marketing plan final - Class presentation	11,11%	
	Digital marketing plan final submission	44,44%	
<b>Tests:</b>			<b>6%</b>
	Individual test	100%	
<b>Final exam:</b>			<b>40%</b>
	Final exam	100%	

## 6. BIBLIOGRAPHY

### 6.1. BASIC BIBLIOGRAPHY

- Chaffey, D. & Ellis-Chadwick, F. (2019). *Digital Marketing. Strategy, Implementation and Practice* (7th Edition). Pearson.
- 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.
- Kotler, P., Kartajaya, H. y Stiawan, I. (2018). *Marketing 3.0. Cómo atraer a los clientes con un marketing basado en valores*. LID Editorial Empresarial.

### 6.3. WEBGRAPHY

- Castillo, M. (2020). Diagnóstico de marketing digital: 4 etapas esenciales para tu agencia [online]. *Blog E-goí*. <https://blog.e-goí.com/es/diagnostico-de-marketing-digital/>
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- Social Media Examiner (2022). *Social Media Examiner*. <https://www.socialmediaexaminer.com/>

In addition to the bibliography and webgraphy mentioned in this section, additional bibliography will be provided during the course according to the specific needs of the group, as well as the particular interests of each student.