

## **ADVERTISING AND DIGITAL MULTIMEDIA MARKETING**

**COURSE:** THIRD

**SEMESTER:** SECOND

**TYPE:** OPTIONAL

**CREDITS:** 6

**LANGUAGE:** ENGLISH

**PROFESSOR:** [TOM MORGENSTERN](#)

### **OBJECTIVES:**

Advertising and Digital Multimedia Marketing has as an objective that the student acquire competencies and professional skills to be able to respond positively to the challenges of managing the presence of organizations on the Internet as well as online relationship with customers.

The specific objectives are:

- That the students know the paradigm shift that has supposed the Internet and the global conversation in the network and its incidence in the marketing strategies of the organizations
- That the students are able to identify the new roles of the 2.0 consumer and apply the digital tools at their disposal in the customer closing and loyalty.
- That the students be able to use the main online resources in building the relationship between brands and consumers and the management of digital identity and corporate reputation.
- That the students learn how to manage online communities user-focused and know how to measure the impact and outcome of the social media actions carried out.

## COMPETENCES:

### BASIC

- **CB2** – That students can apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study.
- **CB4** – That students can transmit information, ideas, problems and solutions to a specialized and non-specialized audience.

### GENERAL

- **CG1** – To develop linguistic skills and to express itself adequately and convincingly in the different situations of oral and written communication in the languages of the community and in English.
- **CG8** – Use the new information and communication tools as a tool for expression and communication in different technological environments with specific programs.

### SPECIFIC

- **CE2** – Design, plan and manage corporate identities and graphic and visual elements to be applied in marketing and advertising campaigns.

## LEARNING OUTCOMES:

- **R1** – Analyzes the main digital advertising formats in online media and assess their suitability for different campaigns.
- **R2** – Analyzes the potentialities and limitations of new advertising formats such as *advergaming*.
- **R3** – Develops a viral marketing campaign through the Internet.
- **R4** – Applies the principles of on-line community management.

- **R5** – Communicates knowledge, methodology, ideas, problems and solutions within the field of study to all types of audiences (specialized or not) in a clear and precise way.
- **R6** - Can apply his/her knowledge, through arguments and procedures developed and supported by himself/herself, its understanding and his/her problem-solving skills in complex or professional and specialized work areas that require the use of creative and innovative ideas.

## **CONTENT:**

### **1. Internet marketing**

- Evolution of marketing in the digital environment
- From the primitive Internet to 2.0. Paradigm shift
- Change of role in the consumer. Adprosumer
- The online marketing plan: phases
- Keys to success of an online marketing plan

### **2. The web as the main asset in digital marketing strategies**

- Creating a website. Key Ideas
- Phases in the creation of a website
- User-centered design and usability

### **3. Web promotion and search engine optimization**

- How does a search engine work?
- What is Search Engine Positioning?
- Campaigns for web positioning
- Web promotion cost models
- Web Promotion Offline Tools

### **4. Online Advertising and Marketing Techniques and Tools**

- Pay per click tools
- Display Marketing
- Banners
- E-mail Marketing

- Blog Marketing
- Landing Pages
- Content Syndication
- Influencers

## **5. Social networks**

- Map of social networks today
- Social Networks and 2.0 Brands Strategy
- Top social networks. Utilities in digital marketing strategies
- Choosing the most appropriate social network

## **6. Inbound marketing**

- Brands in the new social and digital context
- Keys to building a strong brand in social media
- Content in social media. Creation and generation of engagement

## **7. The Social Media Plan**

- Listening on the net
- The Social Media Plan.
- Community Manager role

## **8. Corporate online reputation management**

- What is online corporate reputation?
- Research and monitoring
- Opinion rating
- Participation

## **9. Viral Marketing**

- What is viral marketing?
- The viral marketing campaign. Elements
- Effective formats in viral marketing
- Viral content and ethics

## **10. Measurement and study of web traffic**

- What is and how is web traffic measured?

- Measurement levels and parameters
- Google Analytics

## EVALUATION SYSTEM:

There will one exam that will have a value of 40% of the final grade. The remaining 60% will be obtained from three papers, attendance, active participation in class, in addition to oral presentation of the work in group:

- Exam: 40%. Minimum grade to pass 40/100 (forty out of 100). Susceptible of recovery by a complementary exam, as long as the student has correctly developed the rest of the continuous evaluation. **(20 hours of study)**
- Activity A: 10%. Recommended. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation. **(10 hours of dedication)**
- Activity B: 10%. Mandatory individual work. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation. **(10 hours of dedication)**
- Work in group: 35%. **(25 hours of dedication)**
  - Mandatory work. The students will have to do it and make the different deliveries on the stipulated dates, for its correct monitoring by the teacher and for the correct monitoring of the subject itself and its continuous evaluation by the students. This part of the development will have a value of 25%
  - Mandatory oral exposure. The students can make it, as long as they have made the partial deliveries of the work in group. This part will have a value of 15%.
- Class participation: 5%. The teacher will take into account the evolution, progress, proactivity, effort and development of the continuous evaluation of each student; besides taking into account the attendance and **active participation**. Special consideration to the contributions made by the students will be given.

To be able to average the final qualification, it is essential to obtain a minimum rate of 40 points out of 100 in the practical exam, to deliver the work in group, to expose it, and to carry out at least one of the two individual activities.

Activities must always be delivered through the platform within the established period. The delay in delivery will be penalized in the final qualification of the work at the rate of 1 point less for each hour that exceeds the established term.

The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, provided that he or she meets the requirements laid out in the study program.

ACTIVITY	EVALUATION	COMPETENCES AND RA EVALUATED	CONDITION	DEDICATION
<b>Activity 1:</b> Talk Pill. Oral presentation introducing a Marketing related topic.	10%	CB2 + CB4 + CG1 + CG8 R1 + R4 + R5 + R6	Individual. Not mandatory, but highly recommended.	10 hours
<b>Activity 2:</b> Landing Page. Creation, design and development of a landing page.	10%	<b>CB2 + CB4 + CG1 + CG8 + CE2 R1 + R2 + R3 + R4 + R5 + R6</b>	Individual. Mandatory and unrecoverable.	10 hours

<b>Group project.</b> Creation, design and development of a web page, focusing on the Content Marketing area, creating a corporative blog.	25%	<b>CB2 + CB4 + CG1 + CG8 + CE2: R1 + R2 + R3 + R4 + R5 + R6</b>	In groups of 4. Mandatory and unrecoverable.	25 hours
<b>Final project oral presentation.</b>	10%	<b>CB2 + CB4 + CG1 + CG8 + CE2 R1 + R2 + R3 + R4 + R5 + R6</b>	Mandatory oral presentation, unrecoverable.	10 hours.

Final exam	40%	<b>CB2 + CB4 + CG1 + CG8 + CE2 R1 + R2 + R3 + R4 + R5 + R6</b>	Recoverable.	40 hours.
<b>CLASS PARTICIPATION:</b>	5%			60 hours.
<b>TOTAL HOURS OF DEDICATION:</b>				155 hours.

## **CLASS PARTICIPATION**

Every class will have 1 hour of theory and 1 hour of practical work. This could involve research and writing a paper, strategic thinking, debates, lecture by a guest professor or work on the class mandatory activities. Class participation will count 5%.

## **METHODOLOGY:**

The subject is face-to-face and combines theoretical knowledge with its implementation. Throughout the class sessions, the teacher will expose contents of the program through the use of different learning methodologies, besides carrying out group training activities to complement and put into practice the acquired knowledge. In addition, students should carry out individual activities during their personal work hours.

On the other hand, during the hours of personal work, the students will carry out, by groups, a final work of the subject that they must expose at the end of the academic period. For this, the students will have tutoring hours with the teacher in order to supervise and guide the development of the project.

Finally, it is recommended that the student dedicate each week a few hours of personal work to this subject in order to consolidate the knowledge acquired in each one of the items. This personal work will consist of a review of the theoretical aspects treated in class and complement them with the basic bibliography. The professor will take into account the development and progression of each student individually.

**REFERENCE MANUALS:**

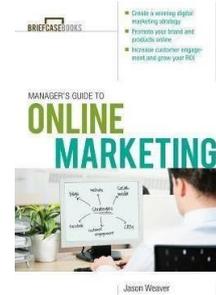
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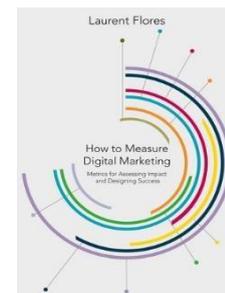
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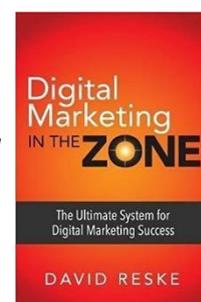
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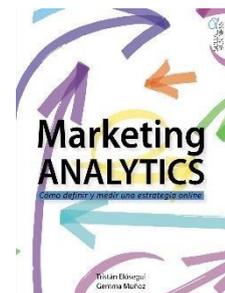
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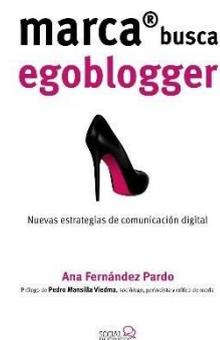
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