

## **DIGITAL MARKETING AND E-BUSINESS**

**COURSE:** THIRD

**SEMESTER:** SECOND

**SUBJECT:** OBLIGATORY

**CREDITS:** 6

**LANGUAGE:** ENGLISH

**DOCENTE:** [NOELIA GOMEZ](#)

### **OBJECTIVES:**

The course objectives are to introduce the students to the strategies and implementation of digital marketing in an international context related to the following fields: search engine optimization (SEO), Google ads or SEM and email marketing. The main tools, metrics and platforms will be explained. The graduates will be presented with case studies that they will solve using digital marketing strategies.

The students will learn about the SWOT of a company and to identify the weaknesses and strengths of a project. They will be shown how to relate digital marketing strategies to tactical actions in the overall framework of the company's strategy. They will be introduced to methods and sampling of market research as well as content management and sales platforms.

The international laws and their impact on ecommerce companies will be shown. The students will study international treaties and their implications for e-businesses. The main processes of order management and payment will be shown to them. The students will study the digital marketing mix with the different channels and how to manage them as well as the budget.

They will design a digital marketing plan including all the digital marketing channels.

## COMPETENCES:

### BASIC

- **CB2** – That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competences that are usually demonstrated through the elaboration and defence of arguments and the resolution of problems within their area of study
- **CB4** – That students can transmit information, ideas, problems and solutions to a specialized and non-specialized public

### GENERAL

- **CG1** – Observe with a global vision, plan, organize and manage activities in the business and business areas.
  - **CG2** – Act proactively, generate ideas and proposals and implement initiatives and changes within the organization and show predisposition to geographical mobility.
  - **CG3** – Develop the ability to empathize, adapt, work and lead international and multicultural, interdisciplinary groups, competitive, changing and complex and understand and apply the concept of network.
- **CG5** – Develop a remarkable communicative capacity, both oral and written in English.
- **CG6** – Search and exploit new information resources and apply quantitative criteria and qualitative aspects in decision-making.

### TRANSVERSAL

- **CT3** – Interact in global and international contexts to identify needs and new realities that allow the transfer of knowledge towards current or emerging professional

development areas, with capacity for adaptation and self-direction in professional and research processes.

- **CT4** – Show skills for professional practice in multidisciplinary and complex environments, in coordination with teams working in a network, either in face-to-face or virtual environments, through the computer and informational use of ICT.
- **CT6** – Use different forms of communication, both oral and written or audio-visual, in their own language and in foreign languages, with a high degree of correctness in their use, form and content.
- **CT7** – Become the main actor of the training process itself in view of a personal and professional improvement and the acquisition of an integral formation that allows learning and living in a context of linguistic diversity, with diverse social, cultural and economic realities.

## **SPECIFIC**

- **CE4** – Know the main sources of economic and business statistical information available, both nationally and internationally, analyze and use them in the decisionmaking processes in international business.
- **CE5** – Understand the cultural, social, geopolitical and legislative context of the different world economies as a basis for the development of international business.
- **CE6** – Assess the changes that take place in the context of the different international agreements and that affect the economic relations of the different countries and the activity of the companies in international business.
- **CE7** – Understand the role of different international economic and financial agents and institutions and assess their influence and impact on economic growth, international trade, financial relationships and business activity.

- **CE8** – Identify the economic, cultural, political, legal, demographic and technological environments that may represent opportunities and threats for the development of activity in international business.
- **CE9** – Plan commercial strategies based on knowledge of the basic instruments of international trade.
- **CE10** – Manage any activity and make decisions in different functional areas of an organization with international activity.
- **CE11** – Locate, understand and value the existing information in the international environment to be able to define the target markets, according to the type of company and product.
- **CE12** – Adapt the different communication and negotiation techniques according to the interlocutor and define a clear objective to communicate or negotiate.

#### **LEARNING OUTCOMES:**

- **R7** – Applies the basic tools of digital marketing in e-business strategies. Applies the phases of the market research process correctly.
- **R8** – Communicates to all types of audiences (specialized or not) in a clear and precise manner knowledge, methodology, ideas, problems and solutions.
- **R9** – The student is able to use oral and written messages of different types in a complete way, expressed in his or her own languages and in English. Identifies and correctly exposes cultural differences in an international negotiation process.
- **R10** – The student shows an attitude of motivation and commitment for personal and professional improvement. He or she applies the basic tools of digital marketing in e-business strategies.

## **CONTENTS:**

### **1. Marketing.**

- Strategic and tactical marketing.
- Market research.
- SWOT analysis.
  - Definition of SWOT ○ Discover new opportunities, manage and eliminate threats.
  - Analyze weaknesses and strengths of your business. ○ Develop a strategy according to the SWOT.
  - Implement the strategy using the digital marketing channels with action plans.

### **2. Content management and sales platforms.**

- Backoffice and frontoffice.
- Prestashop and Magento as sales platforms.
- Proprietary systems. ○ Advantages and disadvantages of proprietary systems and common platforms.
- Scalability issues.

### **3. International legal framework.**

- Privacy policies and data protection.
- How to address international privacy law regulations.
- How to ensure data protection for an international website.

### **4. International treaties.**

- Impact of treaties on ecommerce.
- How to find information about international treaties.
- EU treaties and their impact on companies.

### **5. Digital marketing.**

- Mix of channels.
- Search engine optimization (SEO).

- How to implement SEO.
- Tools.
- Budget implementation.
- Measurements.
- Google Adwords (SEM). ○ Campaign types.
  - How to create campaigns. ○ How to optimize them.
  - How to measure them (clicks, conversions, leads). ○ How to manage digital marketing budgets efficiently.
- Definition of each channel, advantages and disadvantages.
- How to complement SEO, SEM and social media.

## **6. Social media.**

- Facebook, Twitter, Youtube, LinkedIn, Google +.
- Strategies and best practices. ○ Common good practices.
- Publishing calendar.
- Cases as examples to follow.
- How to measure success in social media. Key performance indicators.
  - Number of followers ○ Fans engagement ○ Different statistics according to social media channel.

## **7. Email marketing.**

- Platforms.
- Best practices
- How to create an email template.
- How to manage databases in common email platforms.
- Main KPIs: open rate, click rate. Data mining.

## **8. Web analytics.**

- Google Analytics.
- Measurement of conversions, usability and leads.
- How to follow-up on the main statistics for the website ○ Traffic ○ Bounce rate ○ Duration of visit ○ Leads or conversions ○ Sales volume ○ Conversions by channel ○ Conversions by product ○ Heat maps ○ Landing pages ○ Keywords

## 9. Development of a digital marketing plan.

- Description of the target audience.
- Definition of objectives.
- Analysis of the current state of digital marketing at the company.
- Forecasts for the future.
- Suggestions for an action plan.

## EVALUATION SYSTEM:

There will be one exam, practical, weighting 40% of the final grade; the remaining 60% will be obtained by a group work, the follow-up of individual exercises and an oral presentation of the group work.

**The only items that are possible to be recovered is the final exam. It is required to obtain a grade of 40 or more in this exam in order to make average with the rest of evaluation activities. It is mandatory to assist to the exam, to hand in the group work and to make the presentation in order to make the average. The teacher will consider the progression and continuous evaluation of the student. If the student passes successfully the practical part of the continued evaluation but he or she has failed the exam, the student will have the chance to recover the exams in the complementary period, in order to improve the marks.**

**Only uploaded exercises at the specific deadline will be graded. If the activity is not at the Moodle platform by the established time, the professor will grade the activity directly with a zero.**

## METHODOLOGY:

The subject combines the theoretical knowledges with the practice. Along the sessions, the professor will expose contents of the program using different methodologies of learning, in addition to effective formative activities in group to complement the knowledges purchased.

Likewise, the students will have to make individual activities.

On the other hand, during the hours of personal work, the students will make by groups a final work of the subject that will have to expose at the end of the subject. Finally, it's recommended to the student that works periodically into the subject, to consolidate the knowledges purchased in the subject. This personal work will consist in making a review of the theoretical appearances treaties in class and complement them with the basic bibliography.

Activity	Percentage weights	Competences and learning results	Conditions	Dedication
<b>Exam</b>	40%	R7+R10 CB2 CE4+CE5+CE6+CE7 CE8+CE9+CE10 CT3+CT4+CT6+CT7	Can be recovered at the complementary period if the student has done the correct following of the rest of the activities. If the student has not delivered the rest of the activities, doesn't have option to recover this midterm.	66 h. of study
<b>Individual activity</b>	15%	R7+R8+R9+R10 CB2 CE4+CE5+CE6+CE7 CE8+CE9+CE10 CT3+CT4+CT6+CT7	Individual or groupal depending of the activity. The global (pr not) exercises done at class and the oral participation.	38 h .
<b>Final Project Plan</b>	20%	R7 +R10+R9 CB2 CE4+CE5+CE6+CE7 CE8+CE9+CE10 CT3+CT4+CT6+CT7	Only will be graded if the material presentation is uploaded in the deadline.  This activity can't be recovered.	4 6 h .
<b>Oral presentation Final Project Plan</b>	20%	R7 + R8 +R9 CB2 CE4+CE5+CE6+CE7 CE8+CE9+CE10+CE11+CE12 CT3+CT4+CT6+CT7	Only will be graded if the material presentation is uploaded in the deadline.  This activity can't be recovered.	



<b>Participation</b>	5%			
<b>Class hours:</b> 58h.				
<b>Total time of dedication to the subject:</b> 150 h.				

### MAIN BIBLIOGRAPHY:

- [Available at ESERP online library] - Alonso, M. (2008). *El plan de marketing digital*. Pearson Educación.
- [Available at ESERP online library] - Reske, D. (2017). *Digital Marketing in the ZONE*. Morgan James.
- González, O.R. Comercio electrónico 2.0. Madrid: Anaya, 2014.

### COMPLEMENTARY BIBLIOGRAPHY:

- [Available at ESERP online library] - Flores, L. (2014). *How to Measure Digital Marketing*. Palgrave Macmillan.
- Hernández, M.A. Estrade, J.M. and Jordán, D. (2017). *Marketing digital. Mobile marketing, SEO y analítica web*. Madrid: Anaya.
- Jones, C. (2014). *SEO Step-by-Step - The Complete Beginner's Guide to Getting Traffic from Google* Paperback. USA: Caimin Jones.
- Perry, M. Rhodes, M. and Todd, B. (2014). *Ultimate Guide to Google AdWords: How to Access 1 Billion People in 10 Minutes*. USA: Entrepreneur Media.

### WEBGRAPHY:

- Google Academies, free courses by Google in Spain:  
<https://events.withgoogle.com/academy-online-9/cursos/>

- Online Google courses: <https://www.google.com/onlinechallenge/dmc/>
- <http://moz.com/beginners-guide-to-seo>
- <http://searchengineland.com/library/channel/seo>

**Please follow me and the group “Digital marketing & e-commerce” in the library for further reading recommendations.**