



MK3001
Online Marketing
in the Digital Era



UNIVERSIDAD
NEBRIJA

Centro de Estudios Hispánicos

Online Marketing in the Digital Era

Hours: 45

Credits: 6 ECTS

Prerequisites: none

Instructor name: Jaime Dávila

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Office hours: to be communicated the first day of class

1. Course Description

This course has been programmed from a comprehensive perspective so that students will be able to gain an overall panorama of the integration of the Internet and new technologies within the global marketing strategy of the company.

The main goals of this course are for students to understand, comment upon and analyze the most important aspects of digital marketing, as well as, the acquisition of general knowledge of the Digital marketing plan, Internet business models, e-Marketing variables, Metrics and Web Analytics, among others.

Topics covered will include:

- Web/Blog communication strategies (blogs, apps, landing pages, etc.)
- Web analytics (Google analytics, Facebook and Twitter analytics)
- Digital Communication (Inbound marketing, attraction marketing, animated gifs, etc.)
- CRM & E-marketing (campaigns and analysis of communication results, creation and managing tools)
- Social media (social platforms, community management)
- Earned media (online public relations, management of SEO, WOW and viral cases)
- Paid media (online advertising campaign, advertising contracting models: CMO, CPC, CPL, CPA, CTR).

2. Learning Objectives

Students who successfully complete this course will be able to:

- Define specific strategies for digital marketing
- Implement actions and campaigns based on objectives and strategies
- Use the internet and new technologies as a source of information and knowledge
- Make suitable use of the multiple tools for measuring results, from a holistic and integrating perspective.

3. Formative Activities

Academic activities will be developed by means of different didactic strategies. These activities will represent a 30% of the final grade and will be the following:

➤ **Activity 1:** Digital Enterprise

The present activity will consist of the presentation of a business model in the digital environment. For this, it must be analyzed the market, the competition, its business models and its digital activity. Also, it will include the Business Model:

- Canvas Business Model
- Customer Journey
- The consumer person
- Market research: Online surveys
- Competition analysis
- Value proposal

- **Activity 2:** Traffic attraction actions.
The team work will consist in the creation of a project website, and the realization of a mailing, among other things. It will include the following activities:
 - Website
- **Activity 3:** Email-marketing campaign: individual work will consist of carrying out an email marketing campaign with the tool MailChimp.
 - MailChimp
- **Activity 4:** The team work will entail the design and implementation of a strategy in social networks:
 - Facebook page
 - Twitter profile
 - Social network campaign
 - Editorial plan
- **Activity 5:** Digital Marketing Campaign.
The present team activity will consist of a digital marketing plan that will include the following aspects:
 - Objectives, Strategies and Tactics
 - Mobile application

4. Methodology

The majority of the course syllabus follows the main methodological guidelines of the Communicative Approach, based on the core principles of procedure conception and constructive acquisition of knowledge. The methodology is based on the teaching-learning procedures, focused on the learner, which encourages active participation and results in the development of general and specific competencies that prove knowledge, capacities and attitudes for their future professional careers.

5. Evaluation

The form of assessment is based on the core principles of the educational assessment, i.e., an active and participative teaching-learning process focused on the learner. The instructor uses numerous and differentiated forms of assessment to calculate the final grade received for this course. For the record, these are listed below. The content, criteria and specific requirements for each assessment category will be explained in greater detail in class.

5.1. Grading system

In the Spanish educational system, it is required to quantitatively express the result of each student's evaluation. In order to do so, Nebrija faculty uses different strategies and instruments such as: papers, exams, tests, projects, self-evaluation activities, etc. In order to issue a final grade for the Spanish Plus programs the following scale is established:

- 30% Attendance and active participation in class
- 30% Daily work/ Papers/ Essays
- 40% Exams/ Final papers or projects*

Therefore, the final grade is the average between attendance and participation, daily work and exams, presentations, projects and essays.

Active participation in class is evaluated by means of different activities such as:

- Activities and exercises correction;
- Reflection upon the different contents in the course;

- Oral activities (individual, in pairs or in groups). Fluency, correction, adequacy and relevance are taken into account;

Daily work makes reference to any activity or task that is done inside or outside of the classroom, whether during the class time or at any other time.

Exams/ Final papers or projects

The course includes a midterm and a final written exam on theoretical concepts and course facts. If a student, unjustifiably, does not do or submit an exam, paper or project, it will be graded with a '0'.

*** A minimum grade of 5 must be obtained in a final exam/ final project in order to pass the course.**

5.2. Attendance, participation and grading policies

5.2.1. Attendance policy

Attendance is mandatory. In case of missing 5 or more sessions in one course, the student will receive a zero in his/her participation and attendance grade. In addition, not attending classes will not excuse the student from handing in in any homework, papers or essays previously assigned.

The following situations must be considered:

- Each session of class will count as an absence.
- Two delays of more than 15 minutes will be considered an absence. The entrance to class will not be allowed after 30 minutes once it has started.
- There are no excused absences. E.g.: Not attending class because of sickness will count as an absence. The student is responsible for catching up with any homework done while absent.
- Exams dates have been officially approved by the University, therefore, they will not be changed.*

*Except for those courses where the professor will set up specific dates and inform the students at the beginning of the program.

5.2.2. Criteria to evaluate participation

Criteria to evaluate participation	Grade
The student participates very actively in the class activities. S/he successfully does the requested tasks. S/he contributes to a good development of the course, encourages his/her classmates and favor debate in class.	8.5 - 10
The student participates actively in the class activities. S/he does the requested tasks and submits them on time. Shows great interest to learn.	7 - 8.4
The student, occasionally, makes interesting remarks, but s/he basically answers when s/he is asked. S/he does not show a clear interest in the course. Misses classes occasionally.	5 - 6.9
The student does not participate unless s/he is asked. S/he has unjustified absences and delays. His/her attitude is not very participative.	0 - 4.9

5.2.3. Criteria to evaluate Daily Work

Criteria to evaluate Daily Work	Grade
The student always does all the work demanded by the professor, not only during the class but also at home. He/she always or almost always meets the deadlines established.	8.5 - 10
The student almost always does all the work demanded by the professor, not only during the class but also at home. Occasionally, he/she submits work after the established deadline.	7 - 8.4
The student occasionally does the work demanded by the professor, not only during the class but also at home. He/she does not normally meet the established deadlines and even occasionally does not submit the work.	5 - 6.9
The student never or almost never does the work demanded by the professor. He/she never or almost never meets the established deadlines.	0 - 4.9

5.2.4. Grading criteria

Number Grade	Letter Grade	Percentage
10	A+	100%
9.5 – 9.9	A	95 – 99 %
9 – 9.4	A-	90 – 94 %
8.5 – 8.9	B+	85 – 89 %
7.5 – 8.4	B	75 – 84 %
7 – 7.4	B-	70 – 74 %
6.5 – 6.9	C+	65 – 69 %
6 – 6.4	C	60 – 64 %
5 – 5.9	C-	5 – 59 %
0 – 4.9	F	0 – 49 %

5.3. Warning on plagiarism

When writing a University paper or essay and reference is made to certain authors, it is mandatory to cite them by means of a footnote or a direct reference. In no case it is acceptable that a student uses a text, no matter how brief it is, written by somebody else without putting it in inverted commas, as this means s/he is trying to make it look as his/her own. This is called plagiarism and in a university context it could be penalized with expulsion.

6. Bibliography

Basic bibliography

- Chaffey, D y Ellis-Chadwick, F. Marketing digital 5ed. Digital Marketing: Strategy, Implementation and Practice. Pearson.
- Enge, E, Spencer, S, Stricchiola, J (2015). The Art of SEO. O'Reilly.
- Goodman, A. (2011). Google AdWords (2a.ed.) McGraw-Hill España
- Hanlon, A., Akins, J (2009). Quick Win Digital Marketing. Oak Tree Press.
- Sepúlveda, H. (2009). CRM: customer relationship management. El Cid Editor | apuntes.
- Weber, L. (2010) Marketing to the Social Web. McGraw-Hill Interamericana.

Complementary bibliography

- Ellis, S. Lean for Marketing Startups: Agile product Development, Business, Model Design, Web Analytics and other keys. Ed Hyperlink, 2012.
- Elosegui, E y Muñoz, G. (2015) Marketing Analytics. Como definir y medir una estrategia online. Madrid: Ediciones Anaya Multimedia.
- Osterwalder, A. (2011). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers.

7. Lecturer Brief CV

Jaime Dávila is a brand and communications strategist with a passion for storytelling and its power to move people. A believer in brand purpose and usefulness through empathy and coherence and the roles of brands in making the world better... because a brand is as a brand does. Versatile thanks to a diverse experience ranging from journalism, film or traditional brand communications to innovative digital and social media experiences, often involved throughout the entire process, from strategizing and conceptualizing to writing and filmmaking. He has 15 years of experience in understanding how audiences feel and care and what they look for and why they behave the way they do. Whether in California, New York or Spain, he takes his job to be understanding, helping strengthen and connecting with a brand's purpose in order to help extend this connection to people, wherever they might be. jdbrandstrategy.com

8. Office Hours

Tutorial schedule will be confirmed in the first couple of sessions, to guarantee that the time schedule suits the needs of students and instructor. However, it is always advisable to make an appointment with the lecturer beforehand in order to ensure availability. Campus Madrid Princesa. E-mail: jdavila@nebrija.es

9. Course Content

SESSIONS	TOPIC
1. PRESENTATION OF THE COURSE	Course aims, working procedures and assessments; plus: <ul style="list-style-type: none"> • Vision of the current digital communication • The Web 2.0 • Main trends in digital marketing
2. DISSECTING THE INTERNET	Brief history of the Internet <ul style="list-style-type: none"> • Phase 1: Pre-history (1969-1989) • Phase 2: Growth and spread of the internet (1990-2005) • Phase 3: The ICT explosion and the social web. Web 2.0 (2006 -2017)
3. MARKETING 2.0	Keys to digital marketing Convergence of offline and online in marketing
4. INTERNET BUSINESS MODELS	Typology of business models on the internet <ul style="list-style-type: none"> • The value proposal • The Canvas Model (Business Model Generation)
5 & 6. THE VARIABLES OF THE E-MARKETING MIX	Models applied to digital marketing <ul style="list-style-type: none"> • The classical 4P's in the digital model: product, price, place and promotion in advertising. • Renovation of the classic model: The new 4P's model in Digital Marketing. • Other analysis models: The new 7P's Model in Digital Marketing, the 4C's and 7C's of the Web 2.0.
7 & 8. THE CONNECTED AND INTERACTIVE AUDIENCE	Prosumers and consumers Data analysis: The importance of Big Data in consumer analysis The value of a consumer: <ul style="list-style-type: none"> • Customer Acquisition Cost - CAC • Life Time Value – LTV

9 & 10. ONLINE BRANDING & CONSUMER EXPERIENCE	The consumer journey Segmentation of target audiences Neuromarketing
11. MID-TERM EXAM	MID-TERM EXAM
12, 13 & 14. THE DIGITAL MARKETING PLAN	Key concepts of digital marketing Main objectives of an online communication campaign <ul style="list-style-type: none"> • Notoriety • Differentiation • Reputation • Action Strategies, Tactics and Tools. KPIs. Main strategies of digital marketing <ul style="list-style-type: none"> • Branding • Performance <ul style="list-style-type: none"> ○ Sales ○ Traffic ○ Performance ○ Lead Phases of the marketing plan <ul style="list-style-type: none"> • Analysis of the briefing and definition of the objectives of the digital marketing campaign • Analysis of the digital situation of the company • Analysis of the competition • SWOT analysis • Internet as a marketing research tool • Definition of strategies and tactics • Budget (Assignment of items) • Monitoring and measurement of results The conversion funnel
15. DIGITAL MKT METRICS	Digital Marketing Metrics
16. CRM	Concept, types and tools Social CRM Consumer loyalty
17. WEB / BLOG COMMUNICATION STRATEGY	Corporate Web Landing pages Blogs Apps
18. WEB ANALYTICS	Google Analytics Implementing Google Analytics Facebook & Twitter Analytics
19. SEO	SEO (Search Engine Optimization): Organic and paid search engine positioning ASO (App Store Optimization)
20. COMMUNICATION IN E-MAIL MARKETING	Objectives and segmentation Campaigns and analysis of communication results E-mail marketing creation and management tools
21. DIGITAL COMMUNICATION CONTENT	Inbound marketing Attraction marketing Storytelling Audiovisual format in online communication The viral phenomenon Animated gifs. Memes. Infographics. Images.
22. SOCIAL MEDIA	Social platforms: The Web 2.0. The transformation of communication. Main platforms, their functionality and the difference between them. Community management. Management tools and monitoring of social networks
23. EARNED MEDIA	Online public relations The press room 2.0.

	Management of SEO, WOW, influencers and viral cases.
24 & 25. PAID MEDIA	Main objectives in an online advertising campaign Advertising contracting models. CPM, CPC, CPL, CPA, CTR. Search engine advertising Google AdWords, Google content network. SEM. Advertising digital media Display, video advertising and retargeting. Affiliation platforms and Programmatic Advertising
26. FINAL PRESENTATIONS	Students' Presentations