

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	5.0
Year	4
Semester	First semester
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The learning process that is designed for this subject is based on the following: the combination of theoretical and practical classes.

5.2.Learning tasks

The course syllabus includes the following activities:

- Theoretical classes: sessions in which the professor exposes the contents encouraging student participation. Students provide material support to allow them to make a smooth track these sessions. This material will be available to students in the ADD and complements, not replaces, the notes taken in class.
- Theoretical and practical classes: review of case studies, videos or lectures and conducting, presentation or discussion of practical exercises.
- Presentation of T2: each group will make the presentation and defense of T2.
- Tutorials: tutorials will be held at the hours established for that purpose. Students can also consult their doubts via e-mail or official Twitter account .

5.3.Syllabus

LESSON 1. E-MARKETING INTRODUCTION.

1.1. Introduction.

1.2. From Web 1.0 to 3.0.

1.3. E-marketing Objectives.

1.4. E-business Models.

LESSON 2. ONLINE MARKET RESEARCH TECHNIQUES.

2.1. Introduction.

2.2. Online Surveys.

2.3. Web Analytic.

2.4. Social Media Monitoring.

LESSON 3. ONLINE PRODUCT AND PRICES MANAGEMENT.

3.1. Internet and Product Decisions.

3.2. Online Branding.

3.3. Implications of the Internet on Pricing.

3.4. Online Price Strategies.

LESSON 4. ONLINE DISTRIBUTION DECISIONS.

4.1. Implications of the Internet on Distribution Management.

4.2. Search Engine Optimization (SEO).

4.3. Web Design and Usability.

LESSON 5. ONLINE BUSINESS COMMUNICATION.

5.1. Introduction.

5.2. SEM.

5.3. Online Public Relations.

5.4. Email Marketing.

5.5. Interactive Advertising.

5.6. Affiliate Networks and Sponsorship.

5.7. Viral Marketing.

5.8. Online Promotions.

5.9. Personal Selling.

5.4.Course planning and calendar

5.5.Bibliography and recommended resources