

27639 - e-Marketing

Syllabus Information

Academic Year: 2019/20

Subject: 27639 - e-Marketing

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.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks.

Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

4.2.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.
Classes in the computer classroom: both for the presentation of theoretical concepts and, fundamentally, the realization of practices.
- 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

4.3.Syllabus

LESSON 1. E-MARKETING INTRODUCTION.

- 1.1. Introduction.
- 1.2. From Web 1.0 to 3.0: e-marketing trends
- 1.3. E-marketing Benefits.
- 1.4. Developing the digital marketing strategy
- [1.5 Businesss Models and Incomes models.](#)
- 1.6. Digital Marketing Plan

LESSON 2. ONLINE MARKET RESEARCH TECHNIQUES.

- 2.1. Introduction.
- 2.2. Online marketing analysis
- 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. Omnichannel
- 4.3. Marketplaces
- 4.4. Search Engine Optimization (SEO).
- 4.5. Web Design and Usability.

LESSON 5. ONLINE BUSINESS COMMUNICATION.

- 5.1. Introduction.
- 5.2. SEM.
- 5.3. Email Marketing.
- 5.4. Interactive and programmatic Advertising.

5.5. Social Networks Advertising: Twitter and Facebook

5.6. Affiliate Marketing

5.7. Viral Marketing.

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the "Facultad de Economía y Empresa" website (<https://econz.unizar.es>)

4.5.Bibliography and recommended resources