

27639 - e-Marketing

Syllabus Information

Academic Year: 2020/21

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

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

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. If necessary, tutoring will be provided through Google Meet or similar tools.

The assessment will be prepared to be carried out as face-to-face examination. but if health circumstances do not allow it. they will be carried out by doing it entirely online or in a blended way. In the case of online exams. it is important to highlight that. the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf

The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

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 Business 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