Academic Year/course: 2023/24

27639 - e-Marketing

Syllabus Information

Academic year: 2023/24
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

The goal of this subjectis to present the most relevant aspects of online marketing from a theoretical and practical perspective. Aspects such as the impact of ICTs on marketing activity, web analytics techniques and social network monitoring, SEO strategies and usability analysis, web creation, SEM and other online communicationformats , pricing strategies and product policies on the Internet are discussed.

These approaches are aligned with Targets 4.3 and 4.4 of Goal 4 of the Sustainable Development Goals (SDGs) of the agenda 2030 of the United Nations (https://www.un.org/sustainabledevelopment/es/).

2. Learning results

- Differentiate the main aspects that affect the marketing activity in the new marketing environments.
- Describe the main market research techniques that use the Internet to achieve their objectives, with special emphasis on web analytics.
- Describe the most relevant aspects of product management and pricing in online business relationships.
- Differentiate those issues to be taken into consideration when making product distribution decisions in the following areas Internet and, in particular, to plan the presence of a business on the Internet in terms of search engine positioning and web usability.
- Differentiate and apply the main commercial communication techniques specific to the Internet. Describe and apply the social media marketing techniques.
- Solve and develop individually and/or in groups, activities and works related to the contents of the subject.
- Communicate orally, in writing and through telematic means the results of the activities and works carried out work.

3. Syllabus

Unit 1. Introduction to e-marketing.

Unit 2. Online market research techniques.

Unit 3. Product and price management on the Internet.

Unit 4. Internet distribution decisions.

Unit 5. Online commercial communication techniques.

4. Academic activities

Theoretical-practical classes: sessions in which the teacher in charge presents the contents, encouraging student participation.

Practical classes: mostly in computer classroom, including Wordpress, Google Analytics, network monitoring, SEO.

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

The evaluation of the subject for the FIRST CALL will be carried out through a system of continuous and global evaluation.

Continuous Assessment

It consists of a series of theoretical-practical and practical tests (A) to be taken throughout the semester. Specifically, should be carried out:

- Work T1: practical activities carried out in groups of up to 3 people. They will consist of the use of specialized software , commentary of case studies, videos or readings and presentation and discussion of practical exercises. 50% of the final grade.

- Work T2: completion of a practical work in groups of up to 3 people. The work will consist of the application of the contents seen in the course to a real case. The evaluation of the work will be based on: analysis of the case, originality and feasibility of proposals, difficulty of the chosen case, oral and written presentation. 50% of the final grade.

However,those students who so wish may take a global written test (P) to be taken on the official dates set by the Center. This test will be of a theoretical-practical nature on the contents seen in both the theoretical and practical sessions at . If applicable, the final grade will be the best between A and P.

In the SECOND CALL, there will be a global written test test, on the official date established by the center. This final testwill be of a theoretical-practical nature on the contents seen in both the theoretical and practical sessions.