

# Weekly Program

To know the deadlines for the different activities visit the **Activities section** (in the main menu). Remember that the sum of the punctuations of all activities is 10. You can do all you prefer to until a maximum of 10 points which is the maximum grade you can obtain in the continuous evaluation.

|        | Units   | Activities<br>(10 points)   |
|--------|---|---|
| Week 1 | <b>Unit 1. Introduction to digital marketing</b><br>1.1. Introduction<br>1.2. Introduction to digital marketing<br>1.3. Is traditional marketing and media over?<br>1.4. Dimensions of online and digital marketing<br>1.5. Past, presence and future of digital marketing: trends and insights<br>1.6. Understanding consumer behaviour in digital environment<br>1.7. Master class  | Test - Unit 1<br>(0.25 points)  |
| Week 2 | <b>Unit 2. Strategic approach to electronic and digital marketing</b><br>2.1. Introduction<br>2.2. Marketing e-research: information system in digital marketing<br>2.3. Big data vs Smart data<br>2.4. Marketing e-Audit<br>2.5. Objectives and KPIs in the digital<br>2.6. Strategy and tactics<br>2.7. Masterclass   | Case: Nike Digital Strategy<br>(2.5 points)<br><br>Test - Unit 2<br>(0.25 points) |
| Week 3 | <b>Case study preparation</b>   | Live Class Groups Debate<br>Participation<br>(1.75 points)                        |
| Week 4 | <b>Unit 3. Marketing or content creation? Product e-marketing and e-Branding</b><br>3.1. Introduction<br>3.2. How marketers become content creators in digital environment<br>3.3. Content strategy<br>3.4. POE theory of digital channels<br>3.5. Web-design and user experience strategy<br>3.6. Key steps to consider when choosing web presence for a brand/organization: own webpage, mobile page, Facebook page, blog, blog page or else?<br>3.7. Masterclass | Test - Unit 3<br>(0.25 points)  |
| Week 5 | <b>Case study resolution</b>  |   |
| Week 6 | <b>Unit 4. Search Engine Marketing</b><br>4.1. Introduction<br>4.2. SEM, SEO, SEA triangle<br>4.3. Search engine optimization<br>4.4. Analysing a webpage performance<br>4.5. Search engine advertising<br>4.6. Understanding of key Google tools and strategic use<br>4.7. Masterclass   | Test - Unit 4<br>(0.25 points)  |

|         | Units   | Activities<br>(10 points)   |
|---------|---|---|
| Week 7  | <b>Unit 5. Consumer oriented digital advertising</b><br>5.1. Introduction<br>5.2. Display advertising<br>5.3. Ad-serving, targeting and monitoring digital advertisements<br>5.4. Audio-visual and E-mail advertising<br>5.5. Mobile advertising<br>5.6. Social media strategy<br>5.7. Social network advertising basics<br>5.8. Masterclass                            | Case: Swarovski Helps Consumers Find the Right Sparkle in the Right Moments<br>(2.5 points)   |
| Week 8  | <b>Case study preparation</b>   | Live Class Groups Debate Participation<br>(1.75 points)<br><br>Test - Unit 5<br>(0.25 points) |
| Week 9  | <b>Unit 6. Measuring the effectiveness of digital marketing activities &amp; future of advertising</b><br>6.1. Introduction<br>6.2. Key performance indicators in e-marketing environment<br>6.3. Analytical tools, webanalytics<br>6.4. Optimization, direct response planning<br>6.5. Future for advertising agencies, Digital TV, Digital OOH...<br>6.6. Masterclass | Test - Unit 6<br>(0.25 points)  |
| Week 10 | <b>Case Study Resolution</b>  |   |
| Week 11 | <b>Exams week</b>   |   |

**Note:** Days from December 25th to January the 7th will be considered review periods.

This **weekly program** could be modified if the teacher considers it necessary for the students benefit.