

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

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

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.