BARCELONA SCHOOL OF MANAGEMENT

Digital Marketing

Professor: Alberto Lempira Guevara, Daniel Stone.
Course Type: Elective
Credits: 4 ECTS
Term: 3rd Term

Course Description

Digital technologies have changed the way marketing works nowadays. No Business can afford not to be present in the digital world. From large companies selling mass-consumed products and services to entrepreneurs and small businesses that tailor their products to a niche audience; their audience is online most of the time, and it is our task as marketers to get them to know us and purchase from us.

This course presents a compact yet thorough approach to every critical aspect of the digital marketing world covering everything from organic positioning and digital advertisement to the optimization of its budget spending.

This course uses a practical and dynamic approach. All the sessions will be in the form of seminars in which the student's participation is expected and promoted.

Objectives

Students will finish this course knowing and dominating every key aspect and platform required to run a digital marketing campaign at present. They will also be able to identify digital opportunities and translate them into marketing strategies.

Methodology

The sessions are developed as a mix of "master class" and seminars, where each topic is presented through real-life cases using the platforms and tools professionals of Digital Marketing should master in the work field.

Every session there will specific assignments that will help each student to practice the discussed topic.

Students are encouraged and expected to actively participate in all the sessions as this will be considered in the evaluation criteria.

Workshops: there will be at least one workshop session during the course that will count towards the participation/attendance grade in which students will be able to work with one of the faculties topics discussed in class on their individual FMT projects.

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Competencies to Acquire

CE5. Plan through the mastery of specific techniques, the different elements of the marketing mix that are connected to the marketing of a company

CE6. Integrate all the elements within the strategy of complete and efficient communication of the brand message to use it as a working reference with the communication agencies.

Learning Outcomes

R1. Discriminate between the various decisions that make up the marketing mix for execution.

R2. Apply the analysis techniques to facilitate the decision making corresponding to the elements of the marketing mix based on the results.

R3 Make management recommendations for all elements of the marketing mix.

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R1. Discriminate between the different possible message and execution options for a communication plan.

R2. Conduct communication briefings for advertising agencies

R3 Make a media plan.

R4 Make a communication plan that corresponds to the brand plan.

Evaluation criteria

Students will work in the groups they were designated by their program directors to complete the different assignments throughout the subject.

Each group will choose one project (out of each member's Final Master Thesis) to work on the entire duration of the course. Groups may ask for guidance from one of the faculties in case they have doubts about picking one out.

Said groups will work on a digital marketing campaign incorporating the different concepts and ideas discussed in class.

Evaluation	
Case Study Assignment (Individual)	25%

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Group Assignments (Team assignments)	50%
Participation (Indiviual)	25%

Contents

Introduction, who am I

Social Media

INTRODUCTION TO DIGITAL MARKETING

State of the Art regarding Digital Marketing.

Differences between online and offline Marketing.

Digital Customer Journey.

Channels and Digital Assets.

SOCIAL MEDIA (INTRODUCTION)

Analyzing networks, their classification and purposes.

Channel Mix decision.

Key Terms in Social Media Marketing and how the impact business goals.

Tracking and Management best practices and tools.

SOCIAL MEDIA MARKETING (I)

Audience research.

Advertisement Platforms.

Budgets, goals and the bidding process.

ROI and ROAS.

SOCIAL MEDIA MARKETING (II)

Features, best practices and examples.

KPIs.

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Setting up campaigns.

SOCIAL MEDIA STRATEGY IMPLEMENTATION

Running campaigns.

Implementing Social Media Ads to FMTs.

Q&A for Social Media Strategy implementation.

INTRODUCTION TO GOOGLE ADWORDS & SEO

What is Pay-Per-Click (PPC) & Search Engine Optimisation (SEO)

How Google has evolved

Platforms we can use to carry out PPC campaigns

SETTING-UP GOOGLE ADWORDS CAMPAIGNS

How Google AdWords works and terminology used in platform

Methodology of how to create an AdWords strategy

Practical exercise creating AdWords campaigns for a real company

USING GOOGLE ANALYTICS TO EVALUATE USER BEHAVIOUR

KPI's we can find in Google Analytics

Demo of how to create reports and interpret data

Analysis of a specific website using Google Analytics

OPTIMIZING A LANDING PAGE

What are Landing Pages

Aspects to take into account when creating/optimizing a Landing Page

Practical exercise creating Landing Pages with Unbounce

FIRST STEPS TO LAUNCHING AN E-COMMERCE

Type of e-commerce models that exist

e-commerce platforms we can use

Tools and methodology to figure out what products to sell

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Reading Materials/ Bibliography/Resources

- The supporting documentation (including templates) and white papers will be published at Aula Global. The following are just some of the references used during the course.

- Real Time Statistics Project. (2018). Internet Live Stats - Internet Usage & Social Media Statistics. Retrieved October 6, 2018, from http://www.internetlivestats.com/

- Mangles, C. (2018). Search Engine Statistics 2018 | Smart Insights. Retrieved October 6, 2018, from https://www.smartinsights.com/search-engine-marketing/search-engine-statistics/

- Marr, B. (2018, May). How Much Data Do We Create Every Day? The Mind-Blowing Stats Everyone Should Read. Retrieved October 6, 2018, from https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#810cddf60ba9

- We Are Social Singapore. (2018). Digital in 2018 Global Overview. Retrieved from https://www.slideshare.net/wearesocial/digital-in-2018-global-overview-86860338

- We Are Social Singapore. (2018). Digital in 2018 Global Overview. Retrieved from https://www.slideshare.net/wearesocial/digital-in-2018-global-overview-86860338

- Mangles, C. (2018). Search Engine Statistics 2018 | Smart Insights. Retrieved October 6, 2018, from https://www.smartinsights.com/search-engine-marketing/search-engine-statistics/

- Vaynerchuk, G. (2013). Jab, Jab, Jab Right Hook. HarperBusiness.

- McDonald, J. (2018). Social Media Marketing Workbook: 2018 Edition – How to Use Social Media for Business.

- **Case Study:** The case study used for the individual assignment will be handed to students as scheduled.

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Bio of Professors

Daniel Stone has more than 12 year's experience working in Digital Marketing. He started working as an intern at a search marketing agency called e-interactive and worked his way up to Managing Director within 6 years. e-interactive was then bought by the biggest media agency in Spain, Havas Media. After 3 years working at Havas Media in various roles Daniel has now set up his own digital marketing agency called www.somosastro.com has also co-founded a technology start-up called www.smaze.io.

Daniel has worked with big and small companies such as Danone, Hesperia Hotels, Servihabitat, Camper and many more. Having always worked on agency side and with a wide variety of clients in different industries he has a good understanding of what companies need to do to optimise their digital presence.

Alberto Lempira Guevara is a Marketing & Business Development Consultant. He is a Ph.D. in Business candidate at the Barcelona University (Spain), MSc. In Marketing from Pompeu Fabra University (Spain), he has a Postgraduate degree from Tecnocampus-UPF (Spain) in Digital Marketing, two Postgraduate degrees from INESDI Online Business School (Spain) in Inbound Marketing, Transmedia Storytelling/Branded Content and he has a Bachelor's degree in Production Engineering by Metropolitan University (Venezuela).

Alberto worked in Political Marketing for more than five years. He has also been working on user acquisition, CRO, digital strategy, and advertisement for the last eight years. He has worked as a consultant for the past years and is re-launching the consulting agency BoostingOut. He is the host of the @NotYourMarketer podcast.

Alberto is currently the academic coordinator of the Master of Science in Marketing at the Pompeu Fabra University.

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