

## Master in International Marketing in a Digital Environment

**Course Syllabus:** Digital Marketing Communication

**ECTS:** 3

**Language:** English

**Lecturer:** Aina Gatnau Marsol

### Course description

It is an industry reinventing itself. Thousands of traditional jobs in communication have disappeared over the last decade -but thousands of roles that didn't exist before have been created too, from data units and video teams to social media managers and community curators. Apparently, companies may look the same, but in their internal organization they are unrecognizable from a decade ago: web -and mobile- first, multimedia and multiplatform.

The subject aims to become the toolbox for digital communication professionals. It includes a wide variety of current resources that allow us to communicate with different targets: from a newsletter, to a press release or a tweet. Therefore, it is crucial to know how to use the different existing techniques depending on the target to whom the message is addressed. Public relations, advertising and communication techniques are the tools of a solid communicative strategy, and the key lies in having a clear goal, which objectives we want to achieve, what messages we want to communicate and what audiences we want to address to in accordance with the general strategy.

### Competencies

**Customer-Oriented (CT2):** Students should be able to show the skills to identify and meet customer needs.

**Well-informed decisions (CE1):** Students will be able to identify their informational needs in order to minimize organizational risks choosing the best research or technical sources.

**Website Optimization (CE5):** students apply the most appropriate strategies to optimize the dimensions that are part of the quality of the sites: usability, accessibility, utility, navigation, content architecture, design, copy-writing and multimedia.



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**Digital Campaigns (CE6):** Develop strategies and campaigns to the mobile devices applications, as well as in social networks.

**Digital Strategy (CE8):** Manage and apply autonomously online communication tools and digital metrics (digital analytics) for the efficient development of digital marketing strategies.

### Course content

#### 1. From Traditional Communication to the New Digital Ecosystem

- Media Relations, PR and reputation management
- Advertising versus Publicity, Journalists versus bloggers
- Blogging, microblogging, social networking
- Advertising through paid search, viral and video
- Be Transmedia. Multichannel marketing via Transmedia Storytelling and Transmedia Platforms
- Understanding network and viral effects

#### 2. Integrating marketing communications across multiple channels

- Content strategy
- Writing for the web and for social media and chat apps
- Positioning and Messaging
- Interactive Content and Marketing

#### 3. Understanding effectiveness: Measurement and ROI of Digital Strategies

### Methodology

Education activities	ECTS*
Theoretical master classes	0.9
Practical master classes	0.9
Student's time allocated to writing and preparing assignments and presentations	0.5
Tutorial and seminars	0.2
Personal study	0.5
<b>Total ECTS</b>	<b>3</b>



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### Methodology information

The course integrates traditional lectures with in-class practical application of concepts, hence including:

- Lectures
- Discussion of case studies
- Discussion of news

Students will have to spend time preparing for the sessions, writing coursework and studying for midterm exams.

### Course evaluation

Assessment system	Weight (%)
Final exam	
Midterm exams	20%
Monitoring class activities (cases, discussions, exercises)	30%
Course works and presentations	40%
Projects	
Participation	10%
<b>Total weight</b>	<b>100%</b>

### Explanation of teaching methodology

The evaluation of the subject will comprise the qualifications obtained in a midterm exam (20%), the monitoring class activities (30%), the coursework and presentations (40%) and participation (10%).

Regarding the midterm exam, a quizz will be made to evaluate the acquisition of theoretical knowledge.

The monitoring class activities will be made at the end of the class each day, except the first one, to evaluate the acquisition of theoretical knowledge and practical application- a Press Release, a Web and a Video or Gif.

In the courseworks and presentations, students will develop communicative products of its final thesis in groups. The media material will make through a presentation that will be orally presented by groups and with a writing report. The content of the presentation and writing report will provide evidences about the application of the conceptual topics worked during the lectures as well as the development of the competencies.

In this sense, it is essential the student's attendance to class to evaluate such activities. Failure to attend class implies a grade of 0 in each of the assessed activities (monitoring class activities, class participation, course presentation).

In the ordinary call of June-July, the student must pass an exam that represents 100% of the total evaluation. To overcome this call the student must achieve a score of 5 or higher.

### Evaluation of competencies

- The assessment of the “**Customer-Oriented (CT2)**” competence is performed through the evaluation of the oral presentation of the Group Project Activity. Specially, it receives a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations.
- The assessment of the “**Well-informed decisions (CE1)**” competence is performed through the evaluation of the media project and the oral presentation of the Group Project activity. Specially, these assessment elements receive a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations.
- The assessment of the “**Website Optimization (CE5)**” competence is performed through the evaluation of the monitoring class activities. Specially, these assessment elements receive a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations.
- The assessment of the “**Digital Campaigns (CE8)**” competence is performed through the evaluation of the media products and the oral presentation. Specially, these assessment elements receive a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations.
- The assessment of the “**Digital Strategy (CE8)**” competence is performed through the evaluation of the project and the oral presentation of the Group Project activity. Specially, these assessment elements receive a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations.

### Learning Outcomes

1. Strengths and weaknesses of different digital marketing communications.
2. Apply appropriate digital media tools and technologies in response to customer needs.



3. Develop communication strategies using creativity and different approaches.
4. The digital marketing communications campaign planning process. Develop a plan to evaluate effectiveness.
5. Conceptualize and apply advertising and PR projects according to the content plan.
6. Strategic use of PR and advertising techniques to plan communicative projects.
7. Understand the deep transformation that digitalization and social media have caused in the PR and advertising ecosystem and adapt to new trends and techniques.
8. Engaging audiences, using various media, with suitable narrative based on consumer and market research, along with original creative materials and strategies.

### **Bibliography**

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