



PERSONA CIENCIA EMPRESA
UNIVERSITAT RAMON LLULL

SCHOOL OF
MANAGEMENT

Master in International Marketing in a Digital Environment

Digital Marketing Strategies

Credits:	3 ECTS
Lecturer:	Francesc Llobet
Campus:	IQS School of Management (Barcelona)

BRIEF DESCRIPTION AND JUSTIFICATION

In this course, you will learn the main topics to be able to create a successful digital marketing strategy. Each topic will enable the student to build towards their own digital marketing strategy. The student will learn the capabilities of the tactics, timing and techniques and what to measure to make sure their efforts return their investment. The course combines lecture-based learning with exercises, the elaboration of a digital marketing plan, presentations and peer feedback to help develop your understanding of digital marketing.

COMPETENCIES

Anticipation to Change (CT1): Students would have the ability to anticipate situations and discover new trends and business opportunities in the market.

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

Strategic thinking (CE2): Students will be able to understand the changing environment and market opportunities, define strategies, and evaluate their impact.

Digital Optimization (CE5): Students will be able to apply the most appropriate actions to optimize the quality and contents of the website, social media and virtual communities of the company regarding on the usability, accessibility, navigation, content architecture, design, copy-writing, multimedia and branded content.

Planning (CE7): Students will be able to transform strategies into objectives, actions, and terms. They will be able to define the appropriate resources to achieve the objectives efficiently and identify the monitoring tools to take corrective actions.

Digital Strategy (CE8): Students will be able to manage and apply autonomously online communication tools and digital metrics (digital analytics) for the efficient development of digital marketing strategies

Course content:

1. Digital marketing and business strategy.
2. The digital consumer behavior.
3. Planning and website design.
4. B2B and B2C online presence.
5. Product strategies in digital environment.
6. Digital pricing strategies.
7. Implications of the Internet in the commercial distribution strategies.
8. Communication strategies in digital environments.
9. Analytics and digital marketing performance measurement.

Methodology

Education activities	ECTS	Competencies
Lectures presenting concepts and procedures	0,8	CT1, CT2, CE2, CE5, CE8
Practical sessions (exercises, cases)	0,8	CT1, CT2, CE2, CE7
Assignments by students	0,8	CT1, CT2, CE2, CE5, CE7, CE8
Personal study activities	0,5	CT1, CT2, CE2, CE5, CE7, CE8
Seminars and tutorials	0.1	CT1, CT2, CE2, CE5, CE7, CE8
TOTAL	3,0	

EXPLANATION OF TEACHING METHODOLOGY

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

- Lectures
- Discussion of case studies and case examples
- Searching for information
- Group work

- Project presentations

As a relevant part of the course, students will have to integrate the concepts and techniques learned and discussed in class in a project case consisting in a Digital Marketing Plan for a brand new product. Group work and presentation preparation and delivering will be an integral and transversal part of the course.

EVALUATION

Evaluation methods	Weight (%)	Competencies
Final exam	30	CT1, CT2, CE2, CE5, CE7, CE8
Midterm exams		
Monitoring class activities (cases, discussions, exercises)	10	CT1, CT2, CE2, CE7
Course works and presentations		
Projects	50	CT1, CT2, CE2, CE5, CE7, CE8
Participation	10	
Total weight	100%	

LEARNING OUTCOMES

As a result of the acquisition of the competences, the students will be able to:

1. Integrate digital tools into the firm marketing strategies.
2. Implement digital strategy by employing the tools for digital marketing in the most relevant way.
3. Understand the key concepts to design a website.
4. Identify and apply appropriate product, price, distribution and communication strategies in digital platforms.
5. Apply the main website positioning analytical tools.



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EVALUATION

The evaluation of the subject will comprise the qualifications obtained in the different exercises and projects that will be required along the course (50%), the follow-up activities (10%), the participation (10%), and the final exam (30%).

EVALUATION OF COMPETENCIES

The students will prepare class activities to show that they are able to develop the anticipation to change (CT1), and customer-oriented (CT2) competencies in their practical application of their course work.

BIBLIOGRAPHY

Chaffey, D., & Chadwick, F.E. (2016). *Digital Marketing. Strategy, implementation and practice* (6th edition). Harlow, UK: Pearson.

Charlesworth, A. (2014). *Digital marketing. A practical approach* (2nd edition). Abingdon, UK: Routledge.