



<b>Code - Course</b>	<b>580019 – Digital Marketing</b>				
<b>Type</b>	Compulsory			<b>Credits</b>	3 ECTS
<b>Thematic Area</b>	Business Management				
<b>Professor in charge of the course</b>	Dra. Ainhoa Carballido				
<b>In-class</b>	21 hours	<b>Teacher-led</b>	29 hours	<b>Individual</b>	25 hours

## BRIEF COURSE DESCRIPTION

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The Digital Marketing course offers a complete understanding of the modern marketing landscape and its key digital strategies. As the digital world reshapes how businesses connect with consumers, this course delves into the core principles of digital marketing to enhance brand image, market position, customer engagement, and business expansion.

Students will gain the skills to analyze data and make strategic decisions to optimize their digital marketing efforts, aligning them with the broader company goals.

## LEARNING OUTCOMES

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The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M01H1- Analyze current models, theories, and practices in marketing to understand the changing customer behavior.

M01H2- Apply key digital marketing strategies in creating and managing online advertising campaigns to position brands and products on different digital platforms.

M01S3- Develop creativity and innovation in the company using techniques and tools to generate new ideas and solutions.

M01H6- Analyze the financial feasibility of a company.

M01C7- Recognize the fundamentals and key concepts of strategy in a hotel company.

M01C8- Integrate ethical and sustainable considerations into the design and execution of business strategies.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC01, TC02, TC03, TH01, TH03, TH05, TH06, TH07, TS01, TS02, TS03, TS04, TS05, TS06, TS07, TS09, TS10, TS11*. They are all available for consultation [in this link](#).



## ACADEMIC CONTENTS

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### **Module 1: Introduction to Digital Marketing**

1. Digital Marketing Fundamentals
  - 1.1. Digital Transformation and Evolution: Exploring the shift of marketing in the digital age and how digitalization impacts consumer behavior.
  - 1.2. Digital Marketing in Tourism: Understanding the digital landscape of the tourism industry and the role of marketing.
2. The Digital Marketing Lifecycle.
  - 2.1. Segmentation and Micro-segmentation: Analyzing market needs to identify target audiences at various stages (potential, existing, loyal, and prosumer).
  - 2.2. Setting Goals and KPIs: Defining objectives and key performance indicators for business success.
  - 2.3. Integration of Digital Strategies: Designing comprehensive digital marketing plans to achieve goals.
  - 2.4. Digital Channels: Exploring various digital channels (websites, search engines, social media, etc.) and understanding owned, paid, and earned media.

### **Module 2: Ethics and Privacy in Digital Marketing**

1. Compliance and Regulations: Understanding GDPR, CCPA, and other privacy regulations.
2. Ethical Marketing: Promoting honesty, transparency, and social responsibility in marketing while respecting consumers and avoiding stereotypes.

### **Module 3: Future Trends in Digital Marketing**

1. Influencer Marketing: Collaborating with influencers to leverage their reach and credibility.
2. Immersive Experiences: Creating interactive content using AR, VR, and other technologies.
3. Emerging Technologies: Exploring innovative technologies like AI, blockchain, and IoT that are shaping the future of marketing.
4. The Future of Marketing: Anticipating trends and techniques that redefine customer interactions and address sustainability.

## LEARNING METHODOLOGY

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The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of



capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

- Project development
- Final case study

## ASSESSMENT SYSTEM

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The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes and contents. Given the nature of this program, an essential part of the learning process is based on the active participation of the students during the sessions. For this reason, attending at least 80% of the sessions is considered mandatory. In each session, the student must sign the attendance control.

Students may choose continuous assessment or single assessment:

**Continuous Assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend a minimum of 80% of the classes in order to be assessed by continuous assessment.

**Single Assessment:** for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start:

Activities	Type	Continuous	Single	Week deadline <sup>1</sup>
Creation of a Marketing Plan	Group	60%	40%	2 <sup>rd</sup> week
Final Exam	Individual	40%	60%	Final week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the

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<sup>1</sup> The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

### **Revision and Reassessment of the Course**

The student has the right to revise all the evidence that have been designed for the assessment of learning. The revision period is public and is available in the evaluation section of the subject, on the virtual campus. It is the duty of the student to read and understand the review and reassessment processes of the subject. All requests for review must follow the established process in a timely manner. Any request for review outside the established process will not be considered estimated.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in case that the new assessment activity is passed, and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

### **COPY AND PLAGIARISM**

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Without prejudice to others that are considered appropriate and in accordance with current academic discipline regulations, irregularities committed by a student that may lead to a variation in the grade will be valued with a zero (0) mark. Evaluation activities classified in this way and by this procedure will not be reassessed or recovered. These irregularities include, among others:

- The total or partial copy of a practical activity, report or any other assessment activity.
- Letting others copy the test/work.
- Submit group work that has not been fully completed by group members.
- Present as your own those materials produced by a third party, even if they are translations or adaptations, and in general, works with non-original and exclusive elements of the student\*\*\*
- Have communication devices (such as mobile phones, smart watches, etc.) accessible during theory assessment tests - individual practices (exams).

\*\*\* Artificial intelligence is considered a third party



## REFERENCES

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Baker, L. M., Warwick, C. R., Fernandez, J. C., & Rumble, J. (2021). Getting the Most out of Social Media: Creating a Social Media Plan: WC221/AEC559, 7/2021. EDIS, 2021(4).

Coyne, M. (2020). Three Sticks Wines: Digital Marketing, Branding, and Hospitality During a Crisis. *Wine Business Journal*, 4(2), 22071.

Nekmahmud, M., & Fekete-Farkas, M. (2020). Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability*, 12(19), 7880.