

**Información del Plan Docente**

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	5.0
<b>Course</b>	4
<b>Period</b>	First semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

**1.Basic info****1.1.Recommendations to take this course****1.2.Activities and key dates for the course****2.Initiation****2.1.Learning outcomes that define the subject****2.2.Introduction****3.Context and competences****3.1.Goals****3.2.Context and meaning of the subject in the degree****3.3.Competences****3.4.Importance of learning outcomes****4.Evaluation****5.Activities and resources****5.1.General methodological presentation**

The learning process that is designed for this subject is based on the following: the combination of theoretical and practical classes.

**5.2.Learning activities**

The course syllabus includes the following activities:

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## 27639 - e-Marketing

Theoretical classes: sessions in which the professor exposes the contents encouraging student participation. Students provide material support to allow them to make a smooth track these sessions. This material will be available to students in the ADD and complements, not replaces, the notes taken in class.

- Theoretical and practical classes: review of case studies, videos or lectures and conducting, presentation or discussion of practical exercises.
- Presentation of T2: each group will make the presentation and defense of T2.
- Tutorials: tutorials will be held at the hours established for that purpose. Students can also consult their doubts via e-mail or official Twitter account

### 5.3.Program

#### LESSON 1. E-MARKETING INTRODUCTION.

1.1. Introduction.

1.2. From Web 1.0 to 3.0.

1.3. E-marketing Objectives.

1.4. E-business Models.

#### LESSON 2. ONLINE MARKET RESEARCH TECHNIQUES.

2.1. Introduction.

2.2. Online Surveys.

2.3. Web Analytic.

2.4. Social Media Monitoring.

#### LESSON 3. ONLINE PRODUCT AND PRICES MANAGEMENT.

3.1. Internet and Product Decisions.

3.2. Online Branding.

3.3. Implications of the Internet on Pricing.

3.4. Online Price Strategies.

### LESSON 4. ONLINE DISTRIBUTION DECISIONS.

4.1. Implications of the Internet on Distribution Management.

4.2. Search Engine Optimization (SEO).

4.3. Web Design and Usability.

### LESSON 5. ONLINE BUSINESS COMMUNICATION.

5.1. Introduction.

5.2. SEM.

5.3. Online Public Relations.

5.4. Email Marketing.

5.5. Interactive Advertising.

5.6. Affiliate Networks and Sponsorship.

5.7. Viral Marketing.

5.8. Online Promotions.

5.9. Personal Selling.

### LESSON 6. SOCIAL MEDIA MARKETING.

6.1. Social Media Definitions.

6.2. Types of Social Media.

6.3. Benefits and Uses of Social Media for Marketing.

6.4. Facebook and Twitter advertising.

6.5. Brand communities.

**5.4.Planning and scheduling**

**5.5.Bibliography and recomended resources**