

**Información del Plan Docente**

<b>Academic Year</b>	2018/19
<b>Subject</b>	27639 - e-Marketing
<b>Faculty / School</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	5.0
<b>Year</b>	4
<b>Semester</b>	First semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

**1.General information****1.1.Aims of the course****1.2.Context and importance of this course in the degree****1.3.Recommendations to take this course****2.Learning goals****2.1.Competences****2.2.Learning goals****2.3.Importance of learning goals****3.Assessment (1st and 2nd call)****3.1.Assessment tasks (description of tasks, marking system and assessment criteria)****4.Methodology, learning tasks, syllabus and resources****4.1.Methodological overview**

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

**4.2.Learning tasks**

The course syllabus includes the following activities:

## 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

### 4.3.Syllabus

#### 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.

## 4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the "Facultad de Economía y Empresa" website (<https://econz.unizar.es>).

#### **4.5. Bibliography and recommended resources**