



COURSE DATA

DATA SUBJECT

Code: 36505

Name: Digital Marketing

Cycle: Undergraduate Studies

ECTS Credits: 6

Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1332 - Degree in Business Intelligence and Analytics	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	Marketing Digital	BASIC

COORDINATION

BADENES ROCHA ALBERTO

SUMMARY

The subject of Digital Marketing is a subject of the first year of the Degree in Business Intelligence and Analytics. This subject will try to give an introduction to the discipline of marketing in its traditional and digital sense. It is intended that the student has access to marketing knowledge that allows the development of the marketing strategy and decision-making in the offline and online environment, with the proper marketing instruments (marketing mix) and with the resources provided by the digital environment.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No prior knowledge other than access to the degree is required.

There are no restrictions with respect to other subjects of the first course.



COMPETENCES / LEARNING OUTCOMES

1332 - Degree in Business Intelligence and Analytics

Acquire basic training that can be used to learn new methods and technologies and to adapt to new situations in academic and professional areas.

Be able to access and manage information in different formats for subsequent analysis in order to obtain knowledge through data.

Be able to analyse and search for information from diverse sources.

Be able to apply analytical and mathematical methods for the analysis of economic and business problems.

Be able to define, solve and present complex problems systemically.

Be able to learn autonomously.

Be able to make autonomous decisions in digital environments characterised by the abundance and dynamism of data.

Be able to plan, organise, monitor and evaluate the implementation of business strategies.

Be able to produce models, calculations and reports, and to plan tasks in the specific field of business intelligence and analytics.

Be able to solve problems and to communicate and spread knowledge, skills and abilities, taking account of the ethical, egalitarian and professional responsibility of the activity of business intelligence and analytics.

Be able to use ICT, both in academia and in professional practice.

Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility.

Demonstrate skills for analysis and synthesis.

Identify customer value in the digital environment.

Make marketing mix decisions in the digital environment.

Make strategic marketing decisions in digital environments.

Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students must have acquired knowledge and understanding in a specific field of study, on the basis of



general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

Understand the impact of economic, political-legal, socio-cultural, technological and environmental variables on business activity.

DESCRIPTION OF CONTENTS

1. INTRODUCTION TO MARKETING AND DIGITAL MARKETING

1.1 Definition of Marketing and Digital Marketing

1.2 Contemporary Marketing Approach

1.3 The Marketing Process

2. DIGITAL MARKETING STRATEGY

2.1 Digital Marketing Strategy: Concept and Objectives

2.2 Strategic Process in Digital Marketing

2.3 Growth and Engagement Strategies

2.4 Ethics in Digital Marketing Strategy

3. THE CONNECTED CONSUMER

3.1 Customer Journey and Types of Conversion Rates

3.2 Psychology of the Connected Consumer

3.3 Empowerment of the Connected Consumer



4. DIGITAL MARKETING RESEARCH

4.1 Marketing Data, Intelligence, and Research

4.2 Techniques for Collecting Primary Data

5. PRODUCT AND BRAND IN DIGITAL MARKETING

5.1 Product and Service. The 7 Ps

5.2 Product Decisions in Digital Marketing

5.3 Product Life Cycle in the Digital Environment

5.4 Branding in Digital Products

6. PRICING IN DIGITAL MARKETING

6.1 Pricing in the Digital Environment

6.2 Pricing Strategies in Digital Marketing

6.3 Pricing and Competition in the Digital Ecosystem

7. DIGITAL MARKETING DISTRIBUTION AND E-COMMERCE

7.1 Intermediaries: Functions and Classification

7.2 E-Commerce

7.3 New Channel Structures

8. DIGITAL MARKETING COMMUNICATION IN OWNED MEDIA (I)

8.1 The Communication Process in Digital Marketing

8.2 Digital Marketing Communication in Owned Media



9. DIGITAL MARKETING COMMUNICATION IN PAID AND EARNED MEDIA (II)

9.1 Digital Marketing Communication in Paid Media

9.2 Digital Marketing Communication in Earned Media

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Computer classroom practice	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	90,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

Face-to-face theoretical class to present the essential theoretical contents of the subject, including theoretical concepts and practical examples and other activities that will facilitate content understanding and critical thinking.

Practical face-to-face classes, related to the resolution of problems, case studies, with application of techniques, oral presentations, individually and / or as a team.

Autonomous work supervised and based on the realization of exercises, practical cases and issues to debate with tutorial support.

EVALUATION



Activity	%Qualication
Evaluation consisting of a test that whould consider both theoretical short questions and case studies.you will have to pass the exam to do average (THEORY)	40%
Continuous assessment (THEORY), counting participation and preparation of individual activities in the classroom.	10%
Individual practices and attendance at seminars (PRACTICE)	20%
Preparation and defense of a project (PRACTICE)	30%
Total	100%

The final grade for the course will be calculated as the average of the theoretical and practical part. The theoretical part is worth 5 points, and the practical part is also worth 5 points. The average mark will not be calculated if the student does not reach the minimum score of 2.5 points in either part. and the grade that will appear in the student¿s record will be that of the failed part. The grade for the passed part will only be kept until the second call.

Policy Statement: Students in the Digytal Marketing course are encouraged to responsibly utilize **Artificial Intelligence**. Cheating in an exam or plagiarizing an "assessable" work will have as an immediate consequence the qualification in accordance with the Evaluation and Qualification Regulations (hereinafter REC) approved by the Government Cou the University Student Statute, approved by RD 1791/2010, of December 30; and the Letter of rights and rights of the approved by Agreement of the Governing Council of October 19, 1993 and modified by ACG of April 30, 1998. All students are advised that mobile phones or any other unauthorized electronic device or document may not be us Any student who uses an electronic device that facilitates the resolution of the test (mobile phone, tablets, smart watch, earpiece... etc) will be invited to leave the classroom and will obtain a numerical grade of zero in the c laptops or digital tablets, it is allowed to take notes or view teaching material. All the above measures will be applied regardless of the disciplinary procedure that may be initiated against the stu current regulations (art. 13 section 7).¿

REFERENCES

- Rodríguez-Ardura, I. (2020). Marketing Digital y Comercio Electrónico (2ª edición). Ediciones Pirámide. Madrid
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 - Kingsnorth, S. (2022). Digital marketing strategy: an integrated approach to online marketing (3rd Edition). KoganPage.
 - Kotler, P., Kartajaya, H., & Setiawan, I. (2024). Marketing 6.0: El Futuro Es Inmersivo. (1st ed.). Lid Editorial Empresarial S.L.
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 - Paczkowski, W. R. (2019). Pricing Analytics. Models and Advanced Quantitative Techniques for Product Pricing. Routledge, London.
 - Hofacker, C. F. (2018). Digital Marketing. Communicating, Selling & Connecting. Edward Elgar Pub. Massachusetts USA.
 - Wu, M. (2024). Advanced Digital Marketing - Strategies for Ecommerce. Lighthouse Media & Publications Inc