



COURSE DATA

DATA SUBJECT

Code: 36534

Name: Digital Promotion

Cycle: Undergraduate Studies

ECTS Credits: 6

Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1332 - Degree in Business Intelligence and Analytics	Facultat d'Economia	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	Promoción Digital	ELECTIVES

COORDINATION

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SUMMARY

It is an optional subject which will be taught for the fourth year students of Bachelor's Degree in Business Intelligence and Analytics (BIA). In today's competitive environment, companies need to adapt their marketing strategies and tactics to the dynamic digital environment. The subject presents and develops various knowledge related to a key element of marketing, promotion, and communication, which concentrate on its development in the digital environment. It explains, specifically, the concepts and utilities of different tools which are used lately in the market, such as digital advertising, SEO and SEM, or advertising and communication through social networks, email, blogs, or viral marketing. It also observes some knowledges related to the planning and selection of digital media.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS



The subject, Digital Promotion, does not require any prerequisites, although a knowledge about company's performance, market strategies and operational marketing, and about the market in general are necessary. The subject is a continuation of the compulsory subject, Digital Marketing in the first year which consist of 6 ECTS credits, and the compulsory subject Analytical and Consumer Marketing in the second year which consist of 6 ECTS credits. It brings students closer to the commercial function of the company.

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 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.

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

DESCRIPTION OF CONTENTS



1. Need and the importance of Digital Promotion

Traditional media vs. digital media
Evolution from traditional marketing tools to digital tools
New trends in communication and advertising
The digital consumer

2. Planning and Selection of Digital Media, and the Effectiveness of Communication in Digital Environments

Digital planning
Stages of digital planning
Structure of a digital media plan
Selection of appropriate digital media

3. 360° Digital Marketing and Content Marketing

Definitions and concepts
Strategy and target audience
Types of communication
Content generated by the company and by users
360° advertising campaigns

4. User-Generated Content

Types of user-generated content
Motivation for content creation
Effects of user-generated content: eWOM

5. Advertising on Social Media

Web 2.0, Web 3.0 and social networks
Promotion on social media
Social media analysis

6. Blog Marketing

Two-step flow theory of communications
Types of blogs
Blog-based business models
Strategies and techniques to improve blogs

7. Viral Marketing

What is viral marketing?
Characteristics and development of a viral marketing campaign
Formats of viral marketing campaigns
Influencers
Success cases in viral marketing

8. Email Marketing

Definition and uses of email marketing
Types of email marketing campaigns
Planning email marketing campaigns



Email marketing databases

9. Search Engine Optimization (SEO) and Pay-Per-Click Tools (SEM)

How search engines work (SEO/SEM)

Keywords

Relevance factors in search engine positioning (on-page, off-page)

Phases of a search engine positioning campaign and design of sponsored ads

Google Ads and banners

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

Classroom lectures to present the essential theoretical contents of the subject, including theoretical concepts with practical examples and other additional activities that will promote the understanding of contents and critical thinking.

Practical face-to-face classes, related to problem solving, case studies, publicity campaign simulation with a specific application, oral presentations, debates, individually and/or in teams.

Supervised autonomous work based on exercises, case studies and questions to be discussed or experiments to be carried out on-line, with tutorial support.

EVALUATION

The final mark will be calculated from the average of the evaluation of the theoretical part and the practical



part. The theoretical part is up to 5 points and the practical part is another 5 points.

The theory part

It is made up of a final theory exam which will be about 45% (4.5 points) of the final mark, and a continuous assessment in the theory sessions which will account for 5% (0.5 points) of the final mark, with a total of 5 points. This part of the assessment is recoverable in the second exam session, although only the exam part, not the continuous assessment.

To include the theory part mark into the final mark of the subject, students must obtain a minimum of 2.5 points (out of a maximum of 5) in the theory part.

The practical part

It consists of the continuous evaluation of the practical activities, totalling 40% (4 points), and a simulation of a publicity campaign that will score 10% (1 point) of the final mark. Therefore, the practical part adds up to a total of 5 points. This part of the evaluation is recoverable in the second call of the exam, but only the part of the evaluation of the activities, not the projects.

In order for the practice mark to be counted in the final mark, students must obtain a minimum of 2.5 points (out of a maximum of 5) in the practice part of the subject.

Activity	% Rating	Recoverable in the 2 nd call
Final evaluation by means of a test, which will include both short theoretical questions and applied case studies (THEORY).	45%	Sí
Continuous evaluation (THEORY), through participation and individual activities in class	5%	No
Continuous evaluation of the practical activities developed by the student during the course, based on the elaboration of papers/memorials and/or oral presentations, with defense of	40%	Sí



positions developed by the student (PRACTICAL).		
Continuous evaluation of the development of one or several simulations to be developed by the students (PRACTICE)	10%	No
Total	100%	

ACADEMIC HONESTY AND BEHAVIOUR

The behaviour of copying in an exam or plagiarising an "assessable" work (whether or not it is the end of the degree or from the current or previous years), is contrary to the duties of students as set out in both state and internal UV regulations. The immediate consequence of this type of conduct will be, in any case, a grade of zero and failure of the subject, in accordance with the Regulations on Evaluation and Grading (hereinafter REC) approved by the Consell de Govern of 30 May 2017 (art. 13 section 5); the Statute of the University Student, approved by the RD 1791/2010, of 30 December; and the Charter of rights and duties of the students of the University of Valencia, approved by the Agreement of the Governing Council of 19 October 1993 and modified by ACG of 30 April 1998.

All students are instructed not to use mobile phones or any other unauthorised electronic devices or documents. Any student using a mobile phone both in class, due to the existence of continuous assessment, and in the exam, will be asked to leave the classroom and will obtain a numerical grade of zero in the corresponding test (art. 13 section 6). The same type of conditions shall apply to smartwatch terminals or similar. The use of laptops or digital tablets is permitted for taking notes or viewing teaching material.

All of the above measures will be applied regardless of the disciplinary proceedings that may be initiated against the student and, if applicable, the appropriate sanction in accordance with the regulations in force (art. 13 section 7).

Policy Statement of the use of Artificial Intelligence: Students in the Digital Promotion course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

REFERENCES



- Chaffey, D. & Ellis-Chadwick, F. (2019) Digital Marketing. Strategy, Implementation and Practice 7ed. Pearson U.K.
- Hanlon, A. (2019). Digital marketing: strategic planning & integration. Sage.
- M. Moens, J. Li dan T. Chua (2014), Mining User Generated Content, Boca Raton: CRC Press, Taylor and Francis Group.
- Shah, R., & Zimmermann, R. (2017). Multimodal analysis of user-generated multimedia content. Springer International Publishing.
- Zahay, D.L. (2015) Digital and social media marketing and advertising collection - Digital marketing management: a handbook for the current (or future), CEO-Business Expert Press
- Macia Domene, F., Gosende Grela, J. (2010) Marketing Online: Estrategias para gana clientes en Internet. Anaya Multimedia