



**UNIVERSIDAD COMPLUTENSE DE MADRID**  
**UNIVERSIDADES NORTEAMERICANAS REUNIDAS**

| SUBJECT   |  |
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| <b>SUBJECT TITLE:</b>   | <b>Digital Marketing, E-Commerce and Communication</b> |
| <b>QUARTER AND ACADEMIC YEAR:</b>   | Fall 2024  |
| <b>SCHEDULE:</b>  |  |
| <b>PREREQUISITES:</b>   |  |
| <b>COMPETENCES- OBJECTIVES (BRIEF DESCRIPTION):</b>   |  |
| Ability to solve problems.<br>Capacity for analysis and synthesis.<br>Capacity for organization and planning.<br>Capacity for communication and teamwork<br><i>Ability to search for information and to perform research.</i><br><i>Ability to work under pressure.</i><br><i>Ability to apply knowledge to practice.</i><br><i>Use of information and communications technology.</i> |  |

| TEACHER                    |   |
|----------------------------|---|
| <b>NAME:</b>               | JESÚS GARCÍA-MADARIAGA  |
| <b>DEPARTMENT:</b>         | MARKETING   |
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| <b>OFFICE:</b>             | 37; Pavilion 6, Facultad de Ciencias Económicas y Empresariales |
| <b>TUTORING HOURS:</b>     | Thursday 10:30-13:30  |

| COURSE SCHEDULE, TOPICS, LECTURES AND TASKS ASSIGNED  |  |
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| <p>This course delves into the transformative impact of the digital age on business and marketing. Students will explore the evolution of digital technology and its profound effects on consumer behavior, communication strategies, and the emergence of dominant players in various sectors. The introduction of advanced AI systems will also be addressed as this rapidly changing environment begins to incorporate new uses of this technology. Social media and the role of influencers in corporate strategy and consumer response will also be discussed. Through case studies, discussions, and practical applications, students will gain a comprehensive understanding of the dynamic landscape of digital marketing and e-commerce.</p> |  |
| <b>Course Schedule:</b>   |  |
| <ol style="list-style-type: none"><li><b>1. Introduction to Digital Marketing</b><ul style="list-style-type: none"><li>○ Overview of the digital landscape</li><li>○ Historical context and evolution</li><li>○ Key concepts and terminology</li></ul></li><li><b>2. Consumer Behavior in the Digital Era</b></li></ol>   |  |

- Impact of digital technology on consumer choices
- Trends in online shopping and decision-making
- Customer experience and user interface design
- 3. Data Management in Digital Marketing**
  - Importance of data in decision-making
  - Data analytics tools and techniques
  - Ethical considerations in data usage
- 4. Attracting the customer: the traffic generation process**
  - Marketing 360
  - Inbound Marketing
  - Search engines
  - Lead Generation
  - Mobile and video advertising
  - RTB and programmatic
  - Growth Hacking
  - Concepts of digital analytics.
- 5. Building customer loyalty. the after-sales process**
  - - After-sales service channels
  - - Customer satisfaction and analysis of the “Customer Journey”
  - - New digital after-sales channels and digitalization of traditional channels.
- 6. E-Commerce Trends and Innovations**
  - Overview of e-commerce business models
  - Case studies on successful e-commerce platforms
  - Exploring emerging trends and technologies
- 7. Social Media and Communication**
  - Content creation and sharing on social platforms
  - Viral marketing and user-generated content
  - Monitoring and managing online reputation
- 8. Artificial Intelligence in Marketing**
  - Integration of AI in marketing strategies
  - AI-driven personalized marketing
  - Ethical considerations in AI adoption

## TEACHING METHODOLOGY

A mixed methodology of teaching and learning will be used in all educational activities with the aim of encouraging students to develop a collaborative and cooperative attitude in the pursuit of knowledge .

## SUBJECT OBJECTIVES

- Understand the fundamental concepts and principles of digital marketing and e-commerce.
- Analyze the impact of digital technology on consumer behavior and marketing strategies.
- Evaluate the role of major players and startups in different digital sectors.
- Apply knowledge of data management, social media, and AI in crafting effective marketing strategies.
- Explore emerging trends and innovations in the dynamic field of digital marketing
- Sensitize participants to the importance of digital marketing on tactical and strategic decision-making in companies and organizations in general. Stimulate critical thinking, self-reflection around the content of the program..

| EVALUATION AND QUALIFICATION CRITERIA  |    |   |
|--|----|---|
| <b>PARTIAL EXAM:</b>   | 10 | % |
| <b>FINAL EXAM:</b>   | 45 | % |
| <b>WRITTEN WORK OR PRESENTATIONS:</b>  | 25 | % |
| <b>OTHERS:</b>   | 10 | % |
| <b>CLASS PARTICIPATION:</b>  | 10 | % |
| <p><b>ATTENDANCE:</b> It is mandatory. It is mandatory. From the second absence without justification, a point will be lowered in the Spanish grading system (for example, an 8 will drop to a 7). In the case of the Spanish Cinema class, missing one class will be equivalent to two absences.</p> <p>Likewise, lateness will also be penalized, more than 15 minutes late will be equivalent to an absence. Excused absences are considered those documented by the appropriate physician or program director.</p> |    |   |
| <p><b>ACADEMIC INTEGRITY:</b> Plagiarism, the use of materials not permitted in exams and tests, copying answers from another classmate, falsification or misappropriation of information for assignments, submission of the same assignment or sections of it in more than one course, helping a student who is cheating, etc. The penalty will be left to the discretion of the subject professor and the student's Program Director, in accordance with their campus policies and procedures.</p>                   |    |   |

| GUIDE AND INDICATIONS FOR WRITTEN WORK                                      |  |  |
|---|--|--|
| Students present a digital marketing strategy incorporating course concepts |  |  |

| MANDATORY BIBLIOGRAPHY AND OTHER RESOURCES   |  |  |
|--|--|--|
| <p>Chaffey, D., &amp; Ellis-Chadwick, F. (2019). <i>Digital Marketing: Strategy, Implementation, and Practice</i>.</p> <p>Kotler, P., Kartajaya, H. &amp; Setiawan, I. (2024): <i>Marketing 6.0, The Future is Immersive</i>, Wiley, USA</p> <p>Kumar, V., &amp; Reinartz, W. (2018). <i>Customer relationship management: Concept, strategy, and tools</i>. Springer.</p> <p>Palmatier, R.W. &amp; Sridhar, S. (2017): <i>Marketing Strategy. Based on First Principles and Data Analytics</i>, MacMillan, USA.</p> <p>Scott, D. M. (2015). <i>The New Rules of Marketing &amp; PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly</i>.</p> |  |  |
| <p><b>Other Resources:</b></p> <ul style="list-style-type: none"> <li>Harvard Business Review articles on digital marketing and e-commerce.</li> <li>Online webinars and case studies from industry experts.</li> <li>Relevant TED Talks on the impact of digital technology on business and marketing.</li> </ul>   |  |  |
| <p>Note: This syllabus is subject to modification based on the evolving nature of the digital marketing landscape. Students are encouraged to stay updated on industry trends and participate actively in class discussions.</p>   |  |  |