



UNIVERSIDAD COMPLUTENSE DE MADRID
UNIVERSIDADES NORTEAMERICANAS REUNIDAS

SUBJECT
SUBJECT TITLE: Digital Marketing, E-Commerce and Communication
QUARTER AND ACADEMIC YEAR: Spring 2026
SCHEDULE: Monday and Tuesday 14:30 - 16:00
PREREQUISITES:
COMPETENCES- OBJECTIVES (BRIEF DESCRIPTION): Ability to solve problems. Capacity for analysis and synthesis. Capacity for organization and planning. Capacity for communication and teamwork <i>Ability to search for information and to perform research.</i> <i>Ability to work under pressure.</i> <i>Ability to apply knowledge to practice.</i> <i>Use of information and communications technology.</i>

TEACHER
NAME: PAMELA SIMÓN SANDOVAL/JESÚS GARCÍA DE MADARIAGA
DEPARTMENT: MARKETING
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OFFICE: 37; Pavilion 6, Facultad de Ciencias Económicas y Empresariales
TUTORING HOURS: Tuesday, 9:30-12:30

COURSE SCHEDULE, TOPICS, LECTURES AND TASKS ASSIGNED
<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. This module focuses on the fundamentals, channels, planning, and measurement required to execute a marketing strategy in the digital environment. The objectives of the module include learning the differences between the traditional approach and new Digital Marketing, understanding the digital funnel and the tools to leverage it, and developing a holistic perspective for designing effective strategies. Through case studies, discussions, and practical applications, students will gain a comprehensive understanding of the dynamic landscape of digital marketing and e-commerce.</p>

Course Schedule:

1. **Introduction to Digital Marketing**
 - Overview of the digital landscape
 - Historical context and evolution
 - Key concepts and terminology
2. **Consumer Behavior in the Digital Era**
 - 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. **E-Commerce Trends and Innovations**
 - Overview of e-commerce business models
 - Case studies on successful e-commerce platforms
 - Exploring emerging trends and technologies
5. **Social Media and Communication**
 - Content creation and sharing on social platforms
 - Viral marketing and user-generated content
 - Monitoring and managing online reputation
6. **Digital Marketing Plan**
 - The digital marketing plan.
 - Design of a digital marketing plan.
 - Digital sales funnel and digital strategies.
 - Acquisition, conversion, and retention strategies.
 - Attracting the customer: the traffic generation process
 - Building customer loyalty. the after-sales process
 - Digital analytics.
 - New digital after-sales channels and digitalization of traditional channels.
7. **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	
PARTIAL EXAM:	10 %
FINAL EXAM:	45 %
WRITTEN WORK OR PRESENTATIONS:	25 %
OTHERS:	10 %
CLASS PARTICIPATION:	10 %
<p>ATTENDANCE: 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. 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>ACADEMIC INTEGRITY: 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>☐ Batat, W. (2022). Strategies for the digital customer experience: Connecting customers with brands in the phygital age. New Horizons in Marketing series. Edward Elgar Publishing.</p> <p>☐ Blanchard, S. J., Duani, N., Garvey, A. M., Netzer, O., & Oh, T. T. (2025). New Tools, New Rules: A Practical Guide to Effective and Responsible Generative AI Use for Surveys and Experiments in Research. <i>Journal of Marketing</i>, 89(6), 119-139.</p> <p>☐ Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing: Strategy, Implementation, and Practice</i>.</p> <p>☐ Kotler, P., Kartajaya, H. & Setiawan, I. (2024): Marketing 6.0, The Future is Immersive, Wiley, USA</p> <p>☐ Kumar, V.; Kotler, P. (2024): Transformative Marketing. Combining New Age Technologies and Human Insights. Palgrave Macmillan, USA</p> <p>☐ Palmatier, R.W. & Sridhar, S. (2017): Marketing Strategy. Based on First Principles and Data Analytics, MacMillan, USA.</p> <p>☐ Scott, D. M. (2015). <i>The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly</i>.</p>
<p>Other Resources:</p> <ul style="list-style-type: none"> • Harvard Business Review articles on digital marketing and e-commerce. • Online webinars and case studies from industry experts. • Relevant TED Talks on the impact of digital technology on business and marketing.

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.