



# UNIVERSIDAD COMPLUTENSE DE MADRID

## Universidades Norteamericanas Reunidas

(Breve descripción de la asignatura / Brief Course Description)

### **Digital Marketing, E-Commerce and Communication:**

This course explores the profound changes brought about by the digital age: the economic and social effect that digital technology has had is evident in the changing behavior of citizens and consumers all over the world, through the emergence of social networks, prosumer content, mobile applications and communication strategies for marketing and content sharing. Competition in digital marketing has resulted in huge firms that dominate entire sectors, each specializing in different areas- becoming monopolies that cater to the specific needs or desires of a given sector. Case studies on major firms (such as Google, Amazon, Apple, Meta, etc) will be discussed. Four main areas of digital marketing will be explored: data management, retail, hardware and software, and social media and information. In addition, this course will study the new players and digital startups that are revolutionizing their markets with new business models in areas such as transportation, entertainment, education, travel, financing, media and industry. The introduction of advanced AI systems will also be approached 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.

The course will use case studies of the dominant players, digital entrepreneurs, designers, technologists, and investors. It will provide an overview of e-commerce and digital marketing tendencies from a communications perspective. Analyzing current Internet, mobile, and multi-media campaigns, we will evaluate evolving marketing techniques and promotional technologies in order to integrate them into an effective communications strategy.

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