SOCIAL MEDIA AND DIGITAL MARKETING

BACHELOR IN MANAGEMENT INFORMATION SYSTEMS
Professor: PEDRO MORENO DE LOS RIOS GARCIA-LOMAS
E-mail: pmorenodelosrios@faculty.ie.edu

Academic year: 18-19
Degree course: THIRD
Semester: 2º
Category: COMPULSORY
Number of credits: 3.0
Language: English

PREREQUISITES
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SUBJECT DESCRIPTION
Modern marketing has evolved to a point where independent, isolated marketing channels now need a higher level of strategic, organizational and technological integration in order to function effectively and meet the ever-growing demands of hyper-connected consumers. The complexity of marketing decisions has also grown significantly in the last decade, with a greater number of technological tools and channels now available to marketers. In this program, you will be introduced to these digital marketing concepts through core modules and gain firsthand experience in implementing the latest digital and social marketing strategies.

OBJECTIVES AND SKILLS
- Understand the context and characteristics of the different digital channels used in communication and marketing.
- Integrate the different digital and non-digital channels within the wider marketing plan of an organization.
- Identify the implications of creative, technological and human resources that each of the channels entails.
- Conduct data analysis to measure the effectiveness of campaigns across the different digital channels.
- Apply current trends in digital marketing and how to incorporate them into a strategic marketing campaign

METHODOLOGY
Readings and study materials will be handed out prior to each main topic. Students should prepare these materials prior to the session, where theoretical lectures will be conducted to ensure understanding of each topic. Practical exercises will be carried out, in class and outside of class, using tools and teaching materials provided by the professor. A test will be conducted without prior notice to evaluate the student's attention in class and progress with study materials. A final test will evaluate their individual efforts and a group work case will be carried out to assess the student's ability to work with their peers as a team.

<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Discussions</td>
<td>6.67 %</td>
<td>5 hours</td>
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<tr>
<td>Exercises</td>
<td>26.67 %</td>
<td>20 hours</td>
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<tr>
<td>Group work</td>
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<td>20 hours</td>
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<tr>
<td>Other individual studying</td>
<td>20.0 %</td>
<td>15 hours</td>
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<td>TOTAL</td>
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<td>75 hours</td>
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</table>

27th November 2018
PROGRAM

SESSION 1
INTEGRATED OMNICHANNEL MARKETING
- Modern Customer Journeys
- The history of Customer Experience
- Showrooming, Webrooming, Boomerooming
- Integrating the Touchpoints
- Big Data Marketing & Automation

SESSION 2
DISPLAY MARKETING
- The Display Ecosystem
- Real Time Bidding and Advertising Automation
- Benefits and perils of Display
- Integrating Display Marketing With Other Channels
- Main tools and platforms

SESSION 3
VIRAL MARKETING
- The viral channels
- Viralization methodology
- Influencer Marketing
- Best and worst practices
- Measuring success of viral campaigns

SESSION 4
SEARCH ENGINE MARKETING
- Benefits of Search Engine Marketing
- Importance of QualityScore
- Dynamic auctions in Google
- Ranking of advertisers in Search Engines
- Search Engine Campaign management

SESSION 5
SEARCH ENGINE OPTIMIZATION

27th November 2018
- Importance of Search Engine Optimization
- Competition Analysis in Search Engines
- Ranking in SERP
- SEM & SEO synergies

SESSION 6
DIGITAL MARKETING WORKSHOP
Practical SEO and SEM Tools Demo

SESSION 7
SOCIAL COMMERCE
- Marketing and communication opportunities on Social Networks
- Limitations of Social Networks
- Segmentation possibilities on social networks
- Social CRM
- Measuring the success of Social Media

SESSION 8
CUSTOMER JOURNEY MAPPING
- Analyzing data to form Buyer Personas
- What is a Customer Journey Map?
- Benefits of CJM
- Complete a Customer Journey Map (Practical exercise)

SESSION 9
ONLINE USER EXPERIENCE
- Cognitive Psychology and online experiences
- Optimization of the purchase process
- Creating trust and assurance
- Mobile user experience
- A/B Test and multivariates

SESSION 10
EMAIL MARKETING
- E-mail User Journey
- Hyper-Personalization
- Email Tactics
- Marketing Automation
- RTIM and RPA
SESSION 11
MOBILE MARKETING
- The rise of mobile devices
- Marketing and communication opportunities in smartphones and tablets
- E-commerce through mobile devices: m-commerce
- Mobile payments

SESSION 12
MARKETING ANALYTICS
- Data-Driven Marketing
- Segmentation by cohorts
- Marketing Attribution
- MMO: Marketing Mix Optimization
- Sentiment Analysis on Social Media
- Tools & Techniques

SESSION 13
MARKETING ANALYTICS II
- Google Analytics - Practice Demo

SESSION 14
FUTURISTIC MARKETING
- Mobile Onley
- VR and AR Marketing
- Chatbots
- IoT marketing
- Neuromarketing: EEG & BCI

SESSION 15
FINAL TEST
Pen-and-paper, 30 multiple-choice questions test based on all theoretical concepts and practical cases seen throughout the course.
BIBLIOGRAPHY
Digital Marketing is a live discipline, a moving target that needs constant and continual updating. New tools and techniques rise and fall overnight, and digital marketers must relentlessly research the latest developments. Here is a list of up-to-date, state-of-the-art sources of information for digital marketers. Students should follow them on and program them in their news feeds as a primary sources of useful, knowledgeable and trustworthy:

http://www.wired.com/
http://www.searchengineland.com/
http://www.martechtoday.com/
http://www.marketingcharts.com/
http://www.hbr.org/
http://www.marketingland.com/
http://www.moz.com/blog
http://www.contentmarketinginstitute.com/
http://www.econsultancy.com/blog
http://www.forrester.com/
http://www.gartner.com/
http://www.blog.kissmetrics.com/
http://www.convinceandconvert.com/blog
http://www.psfk.com/
http://www.forbes.com/technology
http://www.bluefountainmedia.com/blog
http://www.kaushik.net/
http://www.sethgodin.com/
http://www.emarketer.com/
https://inbound.org/blog
https://conversionxl.com/blog/
https://litmus.com/blog/
https://www.wordstream.com/
https://www.marketo.com/
https://techcrunch.com/

EVALUATION CRITERIA

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<tr>
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</tr>
<tr>
<td>Class Participation</td>
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</tr>
<tr>
<td>Intermediate Tests</td>
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<tr>
<td>Practical Exercises</td>
<td>40 %</td>
<td></td>
</tr>
<tr>
<td>Test</td>
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</tbody>
</table>

A. CLASS PARTICIPATION
Students must attend, at least, 70% of all classes and participate in class discussions. The rating of class participation will be based on several aspects, such as presence, contributions to class discussions and quality of these contributions. Therefore, students are encouraged to start contributing to the discussions since the beginning of the course.

B. INTERMEDIATE TESTS
Online tests will be conducted throughout the course based on materials handed out by the professor, with time to read and study, as well as course topics discussed in class.

C. WORKGROUPS
Practical excercises carried out in class and outside of class will allow students to recreate realistic scenarios of social and digital marketing techniques, using professional tools.

D. FINAL EXAM
The final exam will consist of a pen-and-paper, 30 questions, multiple-choice test.

PROFESSOR BIO

Professor: PEDRO MORENO DE LOS RIOS GARCIA-LOMAS
E-mail: pmorenodelosrios@faculty.ie.edu

PEDRO MORENO DE LOS RIOS GARCIA-LOMAS

ACADEMIC BACKGROUND
Ph.D. Researcher in Big Data Marketing, Universidad de Alcalá de Henares
Master in Digital Business - Escuela Superior de Ingenieros Comerciales
Master in Sales Management - Universidad Rey Juan Carlos I
Law Degree - Universidad Pontificia Comillas

PROFESSIONAL BACKGROUND
Ogilvy & Mather
The Walt Disney Company
Euro-Funding Advisory Group
Avalon la Red de Expertos
Quum Marketing & Communication

ACADEMIC EXPERIENCE
Professor - IE University
Director of the IEU Tech Lab
Coordinator of Master's in Big Data Marketing. Universidad de Alcalá - CIFF

OTHER INFORMATION

CODE OF CONDUCT IN CLASS

1. **Be on time:** Students arriving more than 5 minutes late will be marked as “Absent”.
   Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. **If applicable, bring your name card and strictly follow the seating chart.** It helps faculty members and fellow students learn your names.

3. **Do not leave the room during the lecture:** Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”.
   Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).
4. **Do not engage in side conversation.** As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.

If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. **Use your laptop for course-related purposes only.** The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. **No cellular phones:** IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. **Escalation policy: 1/3/5.** Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.