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# Internet Marketing

Professor: Lola Pardo de Donlebún

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## Objectives

Due to the high speed internet changes, the main objective of this subject is to provide students with knowledge on how to identify digital opportunities and how translate them into marketing strategies.

## Description

In terms of strategy, students will learn the value of internet marketing through the basics on how to play at digital business environments where the rules are substantially different than the traditional economy.

This strategic knowledge will be supported with the essentials for the day to day on how to develop and implement an internet marketing campaign. Because of the relevance of the leads generation and customer relations also they will learn the key points of inbound marketing.

And, because of digital environments allows strong monitor experiences, students will also learn the value of the data in terms of how to convert marketing campaigns into business opportunities.

## Contents

### **Part I: Understanding internet marketing business value**

1. Internet Marketing as Part of Marketing Communications Mix
2. The Internet Value Chain
3. Business Models and Strategies

### **Part II: Essential internet marketing tools**

4. Branding and Video Marketing
5. Display Advertising and Other Customer Acquisition Tools
6. Email Marketing to Build Consumer and Business Relationships
7. Search Marketing–SEO and PPC
8. Social Media Marketing

### **Part III: Developing internet marketing strategies and programs**

9. Lead Generation and Conversion in B2B and B2C Markets
10. Customer Relationship Development and Management
11. Developing and Maintaining Effective Web Sites
12. Customer Service and Support in Web Space

### **Part IV: Evaluating performance and opportunities**

13. Measuring and Evaluating Web Marketing Programs
  14. Social and Regulatory Issues: Privacy, Security, and Intellectual Property
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## 15. Mobile Marketing and Media Convergence

### Methodology

The sessions are developed as “master class”. It means that each of the classes is focused on specific knowledge. 80% of the sessions will explain models, methodology and tools. The rest 20% will be addressed with practical cases. It includes templates that will be developed through Workgroups.

Students are cordially invited to actively participate on all the sessions. This participation is strongly recommended and will be recognized with special mentions on the final evaluation.

### Evaluation criteria

#### **Group Project. Development of a Digital Brand Strategy. (50% of the evaluation)**

Organized by groups, students will develop the basics of an internet campaign. All the groups will work with the same challenge and with the templates that will be explained at the sessions: Benchmark, Functional Design, Planning and Dashboard. Students will complete these templates considering key marketing goals for the brand: analysis of competitors, capture of customers, management and decision making. These key goals will be presented on a delivery document developed as “conclusions & next steps recommendation” (max 3 PowerPoint slides).

#### **Individual Project. Presentation of Subject. (30% of the evaluation)**

With the objective to evaluate the level of strategic understanding, each student will develop a conceptual summary of the subject that will be oral presented to the rest of the students at the beginning of the classes, as an introduction (max 10 minutes) of the session. Samples of the graphic format that students could use will be presented at the firsts classes.

#### **Individual Project. Class Participation. (20% of the evaluation)**

To promote active participation at classes, all the students will act as “moderator” in one of the sessions. This role will be assigned taking notice the topics that interest to each student.

Maximum value will be 10 (5 for the Group Project, 3 for individual oral presentation and 2 for moderator role).

#### **Important information for the students:**

“Students are required to attend 80% of classes. Failing to do so without justified reason can have important consequences in your final grade.

As with all courses taught at the UPF Barcelona School of Management, students who fail the course during regular evaluation will be allowed ONE re-take of the

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examination/evaluation. If the course is again failed after the re-take, students may have to register again for the course the following year.

Plagiarism is to use of another's work and to present it as one's own without attributing the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at a Barcelona School of Management Master of Science and signing the "Honour Code," students acknowledge that they understand the Barcelona School of Management's policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program."

## Bio of the professor

Actually, Lola Pardo works at "la Caixa", one of the most innovative banks of the world, as chief of internet projects. Her responsibilities include all the life cycle of a technology project: research, design, development, workflows, budget controls and dashboards.

Also she is involving on corporate projects such as platforms (intranet), marketing (crow founding opportunities) and content management (social media channels). She is founding partner of [www.oryfinanzas.com](http://www.oryfinanzas.com) the digital media leader on Spanish language related to gold as monetary asset and she is consultant of the technology area at "El País" (leader newspaper at Spain) where she has run the blog "Mil millones de vecinos".

She has an extensive experience on different marketing disciplines as she has being Marketing Manager for Apple Computer Spain, United Distillers and Melia Hotels Group. At this companies she has being in charge of building sales channels, customer promotions, product launch and prize positioning analysis.

Also she has being part of the director board for Internet Global Conference and speaker at conferences like Cursos de Verano de El Escorial.