Digital Marketing

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Course Description

The present course is divided in three blocks: 1) digital strategy, 2) digital channels and social media and 3) e-commerce.

The digital strategy block introduces students to the key concepts of digital media and search marketing: the SEO (search engine optimization) and the SEM (search engine marketing). Students will be presented with the main strategies and tools to design a good search engine marketing campaign.

The digital channels and social media block aims to teach students about the different types of social media channels that exist as well as their strategic role in an integrated communication plan. The content strategy for each of those channels will be explained in detail.

The e-commerce block explains how to define an online selling strategy and the main concepts to consider in order to kick-start an online sales channel that remains integrated into the global business strategy of the company. A distinction will be made between online sales channels that exist as the sole distribution channel of the company and online sales channels that are part of a multi-channel distribution strategy.

Objectives

After the ten sessions of the course students should be able to:

- Thoroughly understand the fundamental concepts of digital marketing, specifically those related to e-commerce and to the positioning in search engines and social media.
- Link the digital strategies to their business goals.
- Provide a clear briefing to the digital media specialists of their own organizations.
- Rigorously evaluate the proposals of digital media specialists.

Methodology

- Theory sessions conducted by the professors.
- Seminars in which previously assigned readings will be discussed.
- Professor-student collaborations to create certain documents.
- Presentations of certain topics by the students.
- Realization of individual projects.

Bio of Professor

Lola Pardo de Donlebún: E-commerce professor at UPF – Barcelona School of Management. Head of development of Internet projects at “la Caixa” foundation. Bachelor degree in information sciences awarded by Universidad Complutense of Madrid.