Internet Marketing

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Office hours: by appointment

Course 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.

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.

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.

Evaluation criteria

Organized by groups, students will develop the basics of an internet campaign for one brand and applying the templates worked at the strategic sessions (Benchmark). Also, each group will prepare an Adwords Campaign and will be evaluated on the strategy and execution proposed.

Maximum value will be 10 (5 for the Benchmark and 5 for the Adwords Campaign).

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program

As with all courses taught at the UPF BSM, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. Students that pass any Retake exam should get a 5 by default as a final grade for the course. If the course is again failed after the retake, students will have to register again for the course the following year.
In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the “Retake” period). In the meantime, the student will get an “incomplete”, which will be replaced by the actual grade after the final exam is taken. The “incomplete” will not be reflected on the student’s Academic Transcript.

Plagiarism is to use another's work and to present it as one's own without acknowledging 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 any UPF BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools' 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.”

Calendar and Contents

Part I. STRATEGY

UNDERSTANDING INTERNET MARKETING VALUE
Internet Business Models and Strategies.

ESSENTIAL INTERNET MARKETING TOOLS
Developing and Maintaining Effective Web Sites.
How to build a Functional Design for a digital project
Branding and Video Marketing.
Display Advertising and Other Customer Acquisition Tools.
Email Marketing to Build Consumer and Business Relationships.
Search Marketing–SEO and PPC.
Social Media Marketing.
Measuring and Evaluating digital projects (Benchmark)

DEVELOPING INTERNET MARKETING STRATEGIES AND PROGRAMS
Customer Relationship Development and Management.
Customer Service and Support in Web Space.

ECOSYSTEM AND OPPORTUNITIES
Mobile Marketing and Media Convergence.

Part II. PRACTICE

Setting-up Google AdWords campaigns
Optimising a Landing page
Using Google Analytics to evaluate user behaviour

Reading Materials/ Bibliography/Resources

The supporting documentation (including templates) and white papers will be published at Aula Global.
Bio of Professors

Lola Pardo works at Fundación Bancaria “la Caixa”, part of CaixaBank, one of the most innovative banks of the world, as chief of new technologies 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.oroyfinanzas.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 member of strategic projects related to Mobile World Congress.

Daniel Stone has more than 9 year’s experience working in Digital Marketing. He started working as an intern at a search marketing agency called e-interactive and worked his way up to Managing Director within 6 years. e-interactive was then bought by the biggest media agency in Spain, Havas Media. After 3 years working at Havas Media in various roles Daniel is now working as a freelance digital marketing consultant and has set up a technology start-up called www.smaze.io.

Daniel has worked with big and small companies such as Danone, Hesperia Hotels, Servihabitat, Camper and many more. Having always worked on agency side and with a wide variety of clients in different industries he has a good understanding of what companies need to do to optimise their digital presence.