



Centro de Estudios Hispánicos



Digital Marketing

Hours: 45

Credits: 6 ECTS
Prerequisites: none

Instructor name: Diego MG Aduriz E-mail: dmartigo@nebrija.es

Office hours: to be communicated the first day of class

1. Course Description

Online Marketing in the Digital Era offers a comprehensive exploration of contemporary digital marketing. Over the course of 25 sessions, students will delve into various facets of online marketing, equipping them with the knowledge and skills necessary to navigate the ever-evolving digital landscape effectively.

The course commences with an introduction to online marketing, tracing its evolution and the profound influence of the internet on marketing practices. Students will explore the historical development of the internet, from its prehistory to the Web 2.0 era, and its transformative impact on marketing.

Throughout the program, students will gain insights into crucial digital marketing strategies, including social media marketing, advertising, content creation, search engine optimization, and email marketing. They will also discover the role of artificial intelligence in marketing, web analytics, and data-driven decision-making.

The curriculum covers contemporary topics such as influencer marketing, mobile marketing, online reputation management, and ethical considerations in social media marketing. Additionally, students will delve into B2B marketing strategies, social media ethics, and final exam preparation.

By the course's conclusion, students will be well-prepared to navigate the complex world of digital marketing, armed with practical skills and a deep understanding of industry best practices.

2. Learning Objectives

Comprehend Online Marketing's Evolution Comprehend Social Media Marketing Basics in SEO and SEM Strategies Harness AI in Marketing Apply Data-Driven Decision-Making.

3. Formative Activities

Academic activities will be developed by means of different didactic strategies. These activities will represent a 30% of the final grade and will be the following:

- 1. Social Media Post Mockup (Week 3 Social Media Marketing)
 - Objective: Apply basic social media marketing concepts.
- Activity: Students create a mockup of a social media post using Canva. They practice crafting engaging content and visuals while considering the platform's audience
- 2. Website Homepage Mockup (Week 6 Search Engine Optimization)



-Objective: Implement fundamental SEO elements.

- Activity: Using Balsamiq, students design a mockup for a website's homepage. They focus on creating a user-friendly layout and incorporating basic SEO elements like clear headings and relevant keywords.
- 3. Email Header Design (Week 9 Email Marketing Strategies)
 - Objective: Learn email marketing design principles.
- Activity: In Canva, students design a mockup for an email marketing header. They practice email design basics, including branding and visual appeal.
- 4. Product Landing Page Sketch (Week 12 Conversion Rate Optimization)
 - Objective: Explore CRO with a simplified landing page.
- Activity: Students use simple pen-and-paper sketches to create a mockup for a product landing page. They focus on basic CRO concepts, like clear call-to-action placement

These activities are more straightforward and suitable for students who may be new to digital marketing concepts. They provide practical experiences while reinforcing essential skills and aligning with the course curriculum.

5. Online Advertisement Mockup (Week 15 - Mobile Marketing Strategies)

Objective: Apply mobile marketing concepts to online advertisements.

Activity: Students create a mockup for a mobile-friendly online advertisement, such as a banner ad or a sponsored social media post. They focus on designing ads that capture mobile users' attention and adhere to best practices discussed in the course.

4. Methodology

The course methodology integrates lectures, discussions, and practical activities. Lectures deliver foundational knowledge, while discussions promote critical thinking and engagement. Practical activities, like mockup creation, apply concepts in a real-world context. Formative assessments, such as mockup assignments, reinforce learning. Midterm and final exams evaluate comprehension and knowledge retention. Collaboration and teamwork are encouraged throughout the course, enhancing students' understanding of online marketing principles through theoretical learning and practical application.

5. Evaluation

The form of assessment is based on the core principles of the educational assessment, i.e., an active and participative teaching-learning process focused on the learner. The instructor uses numerous and differentiated forms of assessment to calculate the final grade received for this course. For the record, these are listed below. The content, criteria and specific requirements for each assessment category will be explained in greater detail in class.



5.1. Grading system

In the Spanish educational system, it is required to quantitatively express the result of each student's evaluation. In order to do so, Nebrija faculty uses different strategies and instruments such as: papers, exams, tests, projects, self-evaluation activities, etc. In order to issue a final grade for the Spanish Plus programs the following scale is established:

- 30% Attendance and active participation in class
- 30% Daily work/ Papers/ Essays
- 40% Exams/ Final papers or projects*

Therefore, the final grade is the average between attendance and participation, daily work and exams, presentations, projects and essays.

Active participation in class is evaluated by means of different activities such as:

- Activities and exercises correction;
- Reflection upon the different contents in the course;
- Oral activities (individual, in pairs or in groups). Fluency, correction, adequacy and relevance are taken into account;

Daily work makes reference to any activity or task that is done inside or outside of the classroom, whether during the class time or at any other time.

Exams/ Final papers or projects

The course includes a midterm and a final written exam on theoretical concepts and course facts. If a student, unjustifiably, does not do or submit an exam, paper or project, it will be graded with a '0'.

5.2. Attendance, participation and grading policies

5.2.1. Attendance policy

Attendance is mandatory. The maximum number of absences allowed is 6. In case of missing 7 or more sessions in one course, the student will receive a zero in his/her participation and attendance grade. In addition, not attending classes will not excuse the student from handing in in any homework, papers or essays previously assigned.

The following situations must be considered:

- There are 3 sessions of class per week. Each session of class will count as an absence.
- Two delays of more than 15 minutes will be considered an absence. The entrance to class will not be allowed after 30 minutes once it has started.
- There are no excused absences. E.g.: Not attending class because of sickness will count as an absence. The student is responsible for catching up with any homework done while absent.
- Exams dates have been officially approved by the University, therefore, they will not be changed*

^{*}Except for those courses where the professor will set up specific dates and inform the students at the beginning of the program.



5.2.2. Criteria to evaluate participation

Criteria to evaluate participation	Grade
The student participates very actively in the class activities. S/he successfully does the requested tasks. S/he contributes to a good development of the course, encourages his/her classmates and favor debate in class.	8.5 - 10
The student participates actively in the class activities. S/he does the requested tasks and submits them on time. Shows great interest to learn.	7 - 8.4
The student, occasionally, makes interesting remarks, but s/he basically answers when s/he is asked. S/he does not show a clear interest in the course. Misses classes occasionally.	5 - 6.9
The student does not participate unless s/he is asked. S/he has unjustified absences and delays. His/her attitude is not very participative.	0 - 4.9

5.2.3. Criteria to evaluate Daily Work

Criteria to evaluate Daily Work	Grade
The student always does all the work demanded by the professor, not only during the class but also at home. He/she always or almost always meets the deadlines established.	8.5 - 10
The student almost always does all the work demanded by the professor, not only during the class but also at home. Occasionally, he/she submits work after the established deadline.	7 - 8.4
The student occasionally does the work demanded by the professor, not only during the class but also at home. He/she does not normally meet the established deadlines and even occasionally does not submit the work.	5 - 6.9
The student never or almost never does the work demanded by the professor. He/she never or almost never meets the established deadlines.	0 - 4.9

5.2.4. Grading criteria

Number Grade	Letter Grade	Percentage
10	A+	100%
9.5 – 9.9	Α	95 – 99 %
9 – 9.4	A-	90 – 94 %
8.5 – 8.9	B+	85 – 89 %
7.5 – 8.4	В	75 – 84 %
7 – 7.4	B-	70 – 74 %
6.5 – 6.9	C+	65 – 69 %
6 – 6.4	С	60 – 64 %
5 – 5.9	C-	5 – 59 %
0 – 4.9	F	0 – 49 %



5.3. Warning on plagiarism

When writing a university paper or essay and reference is made to certain authors, it is mandatory to cite them by means of a footnote or a direct reference. In no case it is acceptable that a student uses a text, no matter how brief it is, written by somebody else without putting it in inverted commas, as this means s/he is trying to make it look as his/her own. This is called plagiarism and in a university context it could be penalized with expulsion.

6. Bibliography

Books:

- 1. "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry
- 2. "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
- 3. "Influence: The Psychology of Persuasion" by Robert B. Cialdini
- 4. "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk
- 5. "The Art of SEO" by Eric Enge, Stephan Spencer, and Jessie Stricchiola

Online Resources:

- 1. HubSpot's Blog (hubspot.com)
- 2. Moz's Beginner's Guide to SEO (moz.com/beginners-guide-to-seo)
- 3. Google's Digital Garage (learndigital.withgoogle.com)
- 4. Neil Patel's Blog (neilpatel.com/blog)
- 5. Social Media Examiner (socialmediaexaminer.com)

Academic Journals:

- 1. Journal of Marketing Research
- 2. Journal of Digital Marketing
- 3. Journal of Interactive Marketing
- 4. International Journal of Research in Marketing
- 5. Journal of Advertising Research

In Spanish:

Marketing Digital para Dummies" de Ryan Deiss y Russ Henneberry (Versión en español).

Marketing en Redes Sociales: Estrategias Exitosas" de Cristina Aced y María Redondo (Versión en español).

Community Manager: Técnicas Avanzadas" de Pedro Rojas y María Redondo (Versión en español).

Posicionamiento Web en Google: SEO" de Juan José Ramos (Versión en español).

Online:

Blog de Marketing Directo (marketingdirecto.com). Blog de Marketing4eCommerce (marketing4ecommerce.net). Blog de SEMrush en español (es.semrush.com/blog). Blog de Vilma Núñez (vilmanunez.com/blog).

Academic journals:

Revista Española de Marketing - ESIC" (esic.edu). Revista Internacional de Relaciones Públicas" (revistarelacionespublicas.rrppnet.com). Revista de Comunicación de la SEECI" (seeci.net).



Tools: (we will choose which ones!)

Figma: For creating mockups, wireframes, and prototypes. Balsamig: Another tool for creating wireframes and mockups.

Canva: To design graphics and visuals for online marketing materials.

Adobe XD: For creating interactive prototypes and designs.

Google Keyword Planner: Useful for keyword research and SEO analysis. SEMrush: Provides SEO and SEM insights for competitive analysis.

Buffer: Helps manage and schedule social media posts.

Hootsuite: Another social media management tool for scheduling and analytics.

Mailchimp: For email marketing campaigns and automation. HubSpot: Offers CRM and marketing automation capabilities. Google Optimize: Used for A/B testing and website optimization. Optimizely: Another A/B testing tool for website optimization. Moqups: For creating wireframes and mockups collaboratively.

Lucidchart: A diagramming tool for visualizing concepts.

SketchUp: For 3D modeling and design (if relevant to your course).

Marvel: Helps create interactive prototypes and mockups.

MockFlow: Useful for wireframing and UI design.

Cacoo: A collaborative diagramming tool.

Google Analytics: For web traffic and user behavior analysis.

Social listening tools: Various tools for monitoring social media mentions and sentiment analysis.

Marketing automation platforms: Depending on your course content, platforms like Marketo, Eloqua, or

Pardot may be mentioned.

Content management systems (CMS): Systems like WordPress, Drupal, or Joomla may be discussed in the context of web marketing.

CRM systems: Customer Relationship Management tools like Salesforce or Zoho CRM might be referenced.

Other analytics platforms: In addition to Google Analytics, tools like Adobe Analytics or Webtrends could be mentioned.

Collaboration tools: General collaboration tools like Google Workspace or Microsoft Teams may be used for team projects and discussions.

7. Lecturer Brief CV

Diego MG Aduriz has over a decade of experience as a freelance Social Media Manager, with a strong background in managing social media communities for ministries, international corporations, and small businesses. He has a proven ability to develop and execute effective social media strategies that drive engagement and growth. Since 2020, he has served as a Professor at Universidad Nebrija, where he specializes in social media marketing and digital communication. In addition to teaching, he actively contributes to academic research in digital marketing. Deeply passionate about staying current with emerging trends in the field, he is dedicated to fostering a strong understanding of online marketing practices among both students and professionals. A firm believer in the strategic use of social media, he advocates for its potential to enhance brand awareness and support business growth. Diego MG Aduriz combines practical expertise with academic insight, making him a valuable asset to both the educational and professional marketing communities.

8. Office Hours

Tutorial schedule will be confirmed in the first couple of sessions, to guarantee that the time schedule suits the needs of students and instructor. However, it is always advisable to make an appointment with the lecturer beforehand in order to ensure availability. Campus Madrid Princesa.

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9. Course Content

Class 1: Introduction to Online Marketing

- Overview of online marketing
- Evolution of internet and its impact on marketing
- Introduction to digital channels and strategies

Class 2: History of the Internet and Web

- Pre-history of the internet
- Web 1.0 and Web 2.0
- Impact of web on marketing practices

Class 3: Social Media Marketing Fundamentals

- Introduction to social media platforms
- Social media marketing strategies and best practices
- Building and engaging with social media communities

Class 4: Social Media Advertising

- Fundamentals of social media advertising
- Targeting options and ad formats
- Campaign optimization and measurement

Class 5: Introduction to Artificial Intelligence in Marketing

- Understanding AI and its applications in marketing
- Al-driven personalization and customer segmentation
- Chatbots and virtual assistants in marketing

Class 6: Search Engine Optimization (SEO)

- Fundamentals of SEO
- On-page and off-page optimization techniques
- Keyword research and content optimization

Class 7: Search Engine Marketing (SEM)

- Introduction to search engine marketing
- Google AdWords and Bing Ads
- Creating and optimizing search ad campaigns

Class 8: Web Analytics and Data-driven Decision Making

- Importance of web analytics in online marketing
- Google Analytics and other analytics platforms
- Analyzing website traffic and user behavior

Class 9: Email Marketing Strategies

- Planning and executing effective email marketing campaigns
- List building and segmentation
- Email automation and personalization

Class 10: Mid-term Exam



Centro de Estudios Hispánicos

Class 11: Content Marketing and Storytelling

- Creating engaging content for online marketing
- Storytelling techniques and brand narrative
- Content distribution and amplification strategies

Class 12: Conversion Rate Optimization (CRO)

- Introduction to CRO and its importance
- Optimizing landing pages and conversion funnels

Class 13: Social Media Analytics and Reporting

- Measuring and analyzing social media metrics
- Social media listening and sentiment analysis
- Reporting on social media performance and ROI

Class 14: Influencer Marketing

- Leveraging influencers for brand promotion
- Identifying and partnering with influencers
- Measuring influencer campaign success

Class 15: Mobile Marketing Strategies

- Mobile marketing trends and best practices
- Mobile app marketing and ASO
- Location-based marketing and SMS campaigns

Class 16: Online Reputation Management

- Managing brand reputation in the digital age
- Monitoring online mentions and reviews
- Responding to customer feedback and handling crises

Class 17: Customer Relationship Management (CRM)

- Introduction to CRM systems and strategies
- Managing customer data and segmentation
- Personalization and customer loyalty programs

Class 18: Social Listening and Sentiment Analysis

- Using social listening tools for market research
- Analyzing consumer sentiment and feedback

Class 19: AI in Marketing Automation

- Al-driven marketing automation tools
- Lead nurturing and customer lifecycle management
- Personalized marketing campaigns with AI

Class 20: Email Deliverability and List Hygiene

- Ensuring email deliverability and avoiding spam filters
- Managing and cleaning email lists
- Best practices for email deliverability

Class 21: E-commerce Marketing Strategies

- Online store optimization for conversions
- Shopping cart abandonment strategies
- Retention and loyalty programs for e-commerce



Centro de Estudios Hispánicos

Class 22: Social Media Ethics and Privacy

- Ethical considerations in social media marketing
- Privacy regulations and user data protection
- Building trust and transparency in digital marketing

Class 23: Social Media Strategy for B2B Marketing

- Using social media for B2B lead generation
- Account-based marketing on social platforms
- AI in B2B social media marketing

Class 24: Final Exam Preparation

Class 25: Final Exam