



Universitat de Lleida

DEGREE CURRICULUM **SOCIAL MEDIA AND MARKETING**

Coordination: FERNANDES , JULIANA

Academic year 2020-21

Subject's general information

Subject name	SOCIAL MEDIA AND MARKETING			
Code	102185			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Design and Creative Tecnologies	2	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	3		3
	Number of groups	2		1
Coordination	FERNANDES , JULIANA			
Department	BUSINESS ADMINISTRATION			
Teaching load distribution between lectures and independent student work	During the course, online classes will be combined with practical sessions at the laboratory. With the online sessions, the students will acquire the theoretical knowledge that they will apply subsequently at the laboratory. Students must solve case studies, combined with readings and the development and presentation of a marketing plan, which they must carry out throughout the course as they develop the content. Students must do autonomous work in non-face to face lessons.			
Important information on data processing	Consult this link for more information.			
Language	Spanish, Catalan, English.			
Distribution of credits	One credit is equal to 25 hours of student work. Six credits are 150 hours			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
FERNANDES , JULIANA	juliana.fernandes@udl.cat	5,75	
MEDINA HERNÁNDEZ, VIVIAN CONSTANZA	vivian.medina@udl.cat	3,25	

Learning objectives

- To develop a Digital Marketing Plan.
- Identify the digital marketing tools applicable to a project according to its communication objective.
- Understand the need for Outsourcing and optimization of resources (financial and HR).
- Know the management tools and how to integrate them into the marketing plan.
- Define what a brand is and its value for organizations and consumers.
- Understand the concept of improved marketing efficiency.
- Identify and evaluate the needs and demands of the market to make social media marketing decisions.
- Know how to relate different concepts such as consumer trends, globalization, new technologies, or pricing strategies in the context of digital media.
- Know and use market and marketing strategies in the field of design and creative technologies.

Competences

Basic

CB3. Allow students to collect and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific, or ethical nature.

Generals

CG1. Ability to create and develop answers to communicate problems for different digital content.

CG7. Capacity for analysis and development of digital technologies for the visualization of information.

Specific

CE1. Systematize and use the information extracted from social data and knowledge acquired from social networks, adding value to the results obtained

CE4. Being able to analyze the results obtained in the different steps of a marketing plan, using data visualization techniques.

CE11. Know how to visualize and communicate information by mastering the techniques of graphic expression, knowing how to present the results based on aesthetic standards.

Transversal

CT3. Acquire training in the use of new technologies and information and communication technologies.

Subject contents

Topic 1

- Digital Marketing and communication
 - o Fundamentals of Digital Marketing
 - o Digital Marketing Strategies
 - § Content Marketing
 - § Experience Marketing
 - § Email marketing
 - § Affiliate Marketing
 - § Inbound/outbound marketing, etc.
 - o Storytelling, Copywriting
 - o Personal branding and portfolio development

Topic 2

- The Digital Marketing plan
 - o Design of the Marketing plan
 - o Definition of unique sale proposal
 - o Buyer person
 - o The client and the communication channels
 - o Voice tone
 - o SWOT
 - o SEO, SEM
 - o Indicators (KPIs)
 - o Definition of the Marketing campaign budget.

Theme 3

- Outsourcing
 - o When and why to outsource the marketing operation
 - o How to choose a communication agency and community manager
 - o How to manage a budget

Theme 4

- Marketing Plan management
 - o Creation of the action plan
 - o Development and management of the editorial calendar
 - o Content management tools
 - o Marketing budget management

Topic 5

- Trends
 - o New technologies
 - o Consumer trends
 - o Marketing practice trends

Methodology

-Masterclasses

-Practices

-Teamwork

-Readings

- Students will periodically attend online theoretical lectures and practical sessions. The subject is divided into five major topics.
- In the online lectures, students will acquire theoretical knowledge through masterclasses and case studies.
- The practical sessions are aimed to apply the knowledge acquired in the online masterclasses through projects, readings, and case studies.
- The student's autonomous work consists of preparing assignments, reading recommended books and solving case studies from the theoretical lectures, and executing applied projects.

Development plan

Week	Topic	Evaluation
Week 1	Subject presentation	
From week 2 to 4	Digital marketing and communication	Resolution of a practical case
From week 5 to 8	The digital Marketing plan	Resolution of a practical case
Week 9	Partial exam	
Partial exam	Outsourcing	
From week 11 to 13	Marketing plan management	Resolution of a practical case
From week 14 to 15	Digital marketing trends	Online debate (forum)
From week 16 to 18	Presentation of the final project	Project presentation and oral exposition
Week 19	Recovery activities	

Evaluation

Nº	Evaluation systems	Minim	Maxim
1	Written tests	20%	30%
2	Practical tests (final project)	30%	40%
3	Virtual Discussion (forum)	5%	10%
4	Resolution of a practical case	15%	20%

The final project will be a group evaluation activity. In the oral evaluation of the final project, students will have 30 minutes per group to make their presentation on the dates set for the evaluation.

Bibliography

- Estrategias de marketing digital (Maciá Domene, Fernando)
- El plan de marketing digital en la práctica (Sainz de Vicuña Ancín, José María)
- Why we buy, Paco Underhill
- Conciuous Marketing, Carolyn Tate
- Biblioteca de Arquétipos: Guia de Sobrevivência, The Ugly Lab
- Artículo: Más allá de internet y de los medios de comunicación de masas. Gustavo Cardoso – Telos
- Think with Google