

Course guide

804483 - DMD - Distribution and Digital Marketing

Last modified: 02/09/2025

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: BACHELOR'S DEGREE IN DIGITAL DESIGN AND MULTIMEDIA TECHNOLOGIES (Syllabus 2023).
(Compulsory subject).

Academic year: 2025 **ECTS Credits:** 6.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: Moreno Segarra, Gisela

Others:

TEACHING METHODOLOGY

Expository method / lectures
Seminars and discussions
Participative classes with group work
Independent work and presentations

LEARNING OBJECTIVES OF THE SUBJECT

Knowledge

Identify the four classic marketing variables, as well as important concepts in the field of digital marketing, such as SEO and SEM.

Identify the seven classic P's of the marketing mix (Product, Price, Point of Sale, Promotion, Person, Process, Presentation).

Identify the differences between traditional and digital marketing strategies and understand their application in multimedia environments.

Understand the fundamental concepts of digital marketing: SEO (search engine optimisation, Where Page, Off Page) and SEM (search engine marketing, such as Google, Meta, and other platforms), Sales Funnel (applied to marketing and web).

Skills

Elaborate a business model canvas and be able to develop the basic elements of a marketing plan.

Be able to draw up a complete Business Canvas Model applied to a real or fictitious business idea.

Draft a basic marketing plan that includes a situation analysis, objectives, strategies and specific actions, as well as monitoring metrics.

Integrate digital marketing concepts (SEO and SEM) within the design of a coherent strategy.

Communicate and present the results of a marketing project in a clear and structured manner in academic and professional contexts.

STUDY LOAD

Type	Hours	Percentage
Self study	90,0	60.00
Hours large group	30,0	20.00
Guided activities	12,0	8.00
Hours medium group	18,0	12.00



Total learning time: 150 h

CONTENTS

BLOC 1 - Foundations of the marketing mix

Description:

1. Introduction to marketing: definition and current importance.
2. Identify the main classical marketing variables, including product, price, distribution and communication; also other variables necessary for a successful marketing plan.
3. Understand how these variables interact to create a coherent and effective value proposition.
4. Apply the marketing mix concept to real or fictitious brands in different sectors.

Related activities:

Task 1: Brand analysis - Students work personally to choose a well-known brand and identify its 4Ps and propose strategic improvements.

Discussion activity: Different marketing approaches are contrasted according to the sector (products *vs services).

Full-or-part-time: 50h

Theory classes: 18h

Practical classes: 6h

Guided activities: 6h

Self study : 20h

BLOC 2 - Digital marketing

Description:

1. Know the channels and tools of digital marketing: search engines, social networks, email marketing, influencers, content marketing and digital advertising.
2. Distinguish between organic strategies (such as SEO or content) and paid strategies (such as SEM, social ads or affiliation).
3. Analyse how data (metrics, KPIs, traffic analysis and conversions) influence digital decision-making.
4. Reflect on the transformation of consumer behaviour in digital environments and the personalisation of the brand experience.

Related activities:

Task 2: A document presenting an analysis of how a brand is working, digital strategies such as SEO, SEM, social media, including strategic reasoning, benchmarking, and the necessary KPIs chart; together with a proposal for optimisation and improvement.

Full-or-part-time: 50h

Theory classes: 10h

Practical classes: 10h

Guided activities: 10h

Self study : 20h

BLOC 3 - Business models and Business Canvas Model

Description:

1. Understand the value of a highly structured business model as a strategic basis for a company or project.
2. Construct a complete Business Model Canvas, clearly identifying each of its nine components.
3. Develop a marketing plan consistent with the business model, including a SWOT analysis, objectives, strategies, actions and tracking metrics.

Related activities:

Task 3: Creating a *Business Model *Canvas of your own (as a business) or an assigned idea, presenting the key points.

Full-or-part-time: 50h

Theory classes: 10h

Practical classes: 10h

Guided activities: 10h

Self study : 20h

GRADING SYSTEM

Individual partial exam: 15%

Continuous assessment: 30%

3 exercises (1 per block): 10% each exercise

Final work of the subject (canvas + marketing plan): 45%

-Final product: 50%

-Report and memory: 30%

-Monitoring + presentation: 20%

Class attendance and participation: 10%

* The evaluation of student participation and learning attitude will be based on their interventions in class (in lectures and seminars) and on the exercises presented, as well as on their attitude during the FP follow-up tutorials.

Students who do not pass the course through continuous assessment will have the option of re-evaluation. The re-evaluation will consist of a theoretical work (parameters to be specified) that will allow the FP to be re-evaluated and will be carried out individually.

Irregular actions that may lead to a significant variation in the grade of one or more students constitute a fraudulent performance of an assessment act. This action will lead to a descriptive grade of fail and a numerical grade of 0 for the ordinary global assessment of the subject, without the right to re-evaluation. If the teachers have evidence of the use of IA tools that are not permitted in the assessment tests, they may summon the students involved to an oral test or a meeting to verify the authorship.

EXAMINATION RULES.

The exercises will be delivered through Atenea within the deadline established in each practice or freely. If there is any incident that prevents the student from submitting the practical within the agreed deadline, the teacher will be informed via Virtual Campus or email, justifying the reasons for the delay or non-submission of the exercise. Based on each individual case, it will be assessed whether the exercise can be handed in after the deadline or recovered, and the recovery criteria will be established in each case. If the student cannot attend one of the practical sessions, tutorials or presentations, he/she will have to notify the teacher in advance and justify the absence, and it will also be assessed in each case whether and how the exercise can be made up.

BIBLIOGRAPHY

Basic:

- Nacho Somalo. Modelos de negocio digitales. Deusto Edition,
- Osterwalder, Alexander; Pigneur, Yves. Generación de modelos de negocio: un manual para visionarios, revolucionarios y retadores. Barcelona: Deusto, 2011. ISBN 9788423427994.
- Allan Dib. El Plan de Marketing de 1-Página.
- Sean Ellis y Morgan Brown. El Método Hacking Growth: Qué hacen compañías explosivas como Facebook, Airbnb y Walmart para ser líderes en el Mercado.
- Seth Godin. Esto es marketing: No uses el marketing para solucionar los problemas de tu empresa: úsalo para solucionar los problemas de tus cliente.
- David Ayala. Visibilidad online: Inmortaliza tu marca.

RESOURCES

Hyperlink:

- Nom recurs. Resource

Other resources:

Luzzi digital: Nuestros recursos gratuitos de Marketing Digital para potenciar tu marca en Internet:
<https://www.luzzidigital.com/recursos-descargables-marketing-digital/>
Google Space (Skillshop): <https://skillshop.docebosaas.com/learn/signin>
Google Academy: https://skillshop.withgoogle.com/intl/es-419_ALL/
Google Grow: <https://grow.google/intl/es/courses-and-tools/>
Hubspot: <https://www.hubspot.es/resources>
The big school: <https://thebigschool.com/blog/>