Course guides
270108 - MI - Marketing on Internet

Unit in charge: Barcelona School of Informatics
Teaching unit: 732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN INFORMATICS ENGINEERING (Syllabus 2010). (Optional subject).

Academic year: 2021  ECTS Credits: 6.0  Languages: Catalan, Spanish

LECTURER

Coordinating lecturer: ANTONIO CAÑABATE CARMONA

Others: Segon quadrimestre:
ANTONIO CAÑABATE CARMONA - 11
JORGE ENRIQUE ESTEBAN PEREZ - 11
FERRAN SABATE GARRIGA - 11

REQUIREMENTS

- Prerequisite EEE

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.
CSI2.4. To demonstrate knowledge and capacity to apply systems based on Internet (e-commerce, e-learning, etc.).
CSI2.7. To manage the presence of the organization in Internet.

General:
G9. PROPER THINKING HABITS: capacity of critical, logical and mathematical reasoning. Capacity to solve problems in her study area. Abstraction capacity: capacity to create and use models that reflect real situations. Capacity to design and perform simple experiments and analyse and interpret its results. Analysis, synthesis and evaluation capacity.

TEACHING METHODOLOGY

The course combines lectures with exposure of the contents of their practical application examples and exercises in both classes of problems outside of class hours in independent learning. At the same time students should apply coneixents development in a group of Internet marketing plan to achieve the goals they themselves have chosen. The marketing plan will work in groups throughout the course in laboratory classes and groups must complete their work outside of class hours learning. Almost every week will go a long track and control the activities of self and / or the advancement of the marketing plan. On this track contains a note of continued study. In the last week the groups will give a document with your marketing plan and make a public presentation of the same. This activity will lead to the note of the marketing plan.
LEARNING OBJECTIVES OF THE SUBJECT

1. Explain the basics of marketing and how they are affected by the Internet and identify the main aspects to consider to use the Web as a business unit.
2. Develop a plan to achieve internet marketing goals selected for specific audiences, integrating the tools and tactics that are most appropriate.
3. Designing landing pages optimized for the achievement of specific objectives, ie, usable and high-converting traffic.
4. Use tools for monitoring users’ browsing a Web site to analyze and understand their behavior and make decisions to improve to attract, convert and retain users.
5. Understand and apply the main tools and techniques to attract qualified traffic from search engines to Internet web pages, improving its position in the optimization results and the inclusion of sponsored links.
6. Apply marketing tools for permission to retain users through email and newsletters.
7. To determine the usefulness of social networks to promote themselves using the functionality they provide.
8. Monitor your online reputation of the company, the brand and its services or products.

STUDY LOAD

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory classes</td>
<td>30,0</td>
<td>20.00</td>
</tr>
<tr>
<td>Self study</td>
<td>84,0</td>
<td>56.00</td>
</tr>
<tr>
<td>Laboratory classes</td>
<td>30,0</td>
<td>20.00</td>
</tr>
<tr>
<td>Guided activities</td>
<td>6,0</td>
<td>4.00</td>
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</tbody>
</table>

Total learning time: 150 h

CONTENTS

**Introduction to Internet marketing and the use of the Web as business unit.**

Description:
We review the concept of traditional marketing (segmentation, positioning, marketing mix, ...) and how is affected by the Internet. And identified the key issues to consider to make the web a business unit. The digital marketing plan.

**Designing usable and optimized landing pages for conversion of visits.**

Description:
Exposition of the concept of landing page and conversion of user visits. Types of conversion pages and their integration into the information architecture of a website. Criteria for the contents. Web accessibility and usability criteria and tools for evaluation. Tests and tools to improve conversion.

**Web Analytics.**

Description:

**Search engine marketing.**

Description:
Loyalty marketing and permission.

Description:
Concept and importance of loyalty. The e-mail marketing campaigns and types of ethical issues. The database of contacts. The design and content personalization. Shipping and campaign management.

Marketing on social networks.

Description:
Characteristics of Web 2.0 and how to use social networks to promote themselves. Different types of social networks. The role of community management. The management of corporate reputation online.

Other formats, tools and channels.

Description:
The Internet marketing is a field with many services, tools and techniques are constantly evolving. The latter is intended to cover some of them less deeply as banner advertising, viral campaigns, blog marketing, content syndication, video marketing, mobile marketing, etc..

ACTIVITIES

Presentation of the subject and training group

Description:
Take note of the dynamic performance and doubts if necessary. Constitution of groups.

Specific objectives:
2

Related competencies:
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.

Full-or-part-time: 2h
Theory classes: 1h
Practical classes: 1h

Introduction to Internet marketing and the use of the Web as business unit

Description:
Read and outline the material in question. Working Group on the implementation of the content marketing plan.

Specific objectives:
1, 2

Related competencies:
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.

Full-or-part-time: 12h
Theory classes: 5h
Practical classes: 1h
Self study: 6h
The Internet marketing plan

Description:
Develop your marketing plan group in several lab sessions and independent learning outside of class hours, spread throughout the course to be applied at the rate that the contents are introduced.

Specific objectives:
2

Related competencies:
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.

Full-or-part-time: 48h
Theory classes: 3h
Practical classes: 3h
Laboratory classes: 14h
Guided activities: 6h
Self study: 22h

Designing usable and optimized landing pages for conversion of visits

Description:
Read the material provided. Solve the exercises.

Specific objectives:
3

Full-or-part-time: 22h
Theory classes: 4h
Practical classes: 2h
Self study: 16h

Web Analytics

Description:
Read the material provided. Solve the exercises.

Specific objectives:
4

Related competencies:
G9. PROPER THINKING HABITS: capacity of critical, logical and mathematical reasoning. Capacity to solve problems in her study area. Abstraction capacity: capacity to create and use models that reflect real situations. Capacity to design and perform simple experiments and analyse and interpret its results. Analysis, synthesis and evaluation capacity.

Full-or-part-time: 12h
Theory classes: 3h
Practical classes: 1h
Self study: 8h
<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
<th>Specific objectives</th>
<th>Full-or-part-time: 17h</th>
<th>Theory classes: 5h</th>
<th>Practical classes: 2h</th>
<th>Self study: 10h</th>
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</thead>
<tbody>
<tr>
<td>Search Engine Marketing</td>
<td>Read the material provided. Solve the exercises.</td>
<td>5</td>
<td></td>
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<td></td>
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<tr>
<td>Loyalty and Marketing of permit</td>
<td>Read the material provided. Solve the exercises.</td>
<td>6</td>
<td>11h</td>
<td>2h</td>
<td>1h</td>
<td>8h</td>
</tr>
<tr>
<td>Marketing on social networks</td>
<td>Read the material provided. Solve the exercises.</td>
<td>7, 8</td>
<td>17h</td>
<td>5h</td>
<td>2h</td>
<td>10h</td>
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<tr>
<td>Other formats, tools and channels</td>
<td>Group work to search for information online about the assigned topic and prepare a summary (3 p.. Maximum). Prepare a brief (10 min.) Theme. Reading the summary of another group preparation and critical evaluation of its quality according to criteria provided.</td>
<td></td>
<td>9h</td>
<td>2h</td>
<td>2h</td>
<td>5h</td>
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Presentation of the marketing plan (1 meeting)

Description:
Each group makes a presentation for your Internet marketing plan

Specific objectives:
2

Related competencies:
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.

Full-or-part-time: 2h
Guided activities: 2h

Introduction to Internet marketing plan (2nd session)

Description:
Each group makes a presentation for your Internet marketing plan

Specific objectives:
2

Related competencies:
CSI1. To demonstrate comprehension and apply the principles and practices of the organization, in a way that they could link the technical and management communities of an organization, and participate actively in the user training.

Full-or-part-time: 2h
Guided activities: 2h

GRADING SYSTEM

Elements of evaluation are:
- NSeg: Note for the realization of self-learning and class participation, individually.
- NPMkg: Note for the creation and presentation of marketing plan, but made note group individually. The final grade is calculated as follows: NF = 40% + 60% * * NSeg NPMkg regard to the assessment of generic competition on the subject (G9.3) will be based on the monitoring activities proposed activities for marketing and web analytics on social networks (the monitoring online). The notes take the values: A, B, C, D, as:> A if the note is between 8.5 and 10> B if the note is between 6.5 and 8.4> C if the note is between 5 and 6.4> D if note is between 0 and 4.9

BIBLIOGRAPHY

Basic:

Complementary:
RESOURCES

Hyperlink:
- http://www.fernandomacia.com/
- http://www.google.com/ads/learn/marketing-business.html#utm_source=awblog&utm_ca
- http://www.seomoz.org/article/search-ranking-factors