


DIGITAL MARKETING

1. Competences	To develop and implement marketing strategic plans from environment situation analysis, marketing mix, internal policies and current regulation, to contribute to organizational objectives and a competitive position in national and international areas.
1. Term	Fifth
2. Theoretical hours	30
3. Practical hours	60
4. Total hours	90
5. Weekly hours	6
6. Objective	Students will manage digital marketing, making use of tools, strategies and specialized software, to position the brand and commercialize its products.

Learning Unit	Hours		
	Theoretical	Practical	Total
I. Introduction to digital marketing	6	14	20
II. E-Commerce	15	20	35
III. S-Commerce	9	26	35
Total	30	60	90


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Learning Units

1. Learning Unit	I. Introduction to digital marketing
2. Theoretical Hours	6
3. Practical Hours	14
4. Total	20
5. Objective	Students will use digital marketing tools to efficiently administer commercial proposal in online environment.

Topic	Knowledge	Skills	Values/ Behavior
Digital Marketing fundamentals	<p>To explain the concept and importance of digital marketing.</p> <p>To understand digital marketing indicators: -Internet use habits and tendencies in Mexico. - Online advertising tendencies.</p> <p>To identify marketing mix elements.</p> <p>To identify marketing mix implementation in digital media.</p>		Analytical Disciplined Researcher Autonomous Assertive


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Topic	Knowledge	Skills	Values/ Behavior
Ad brief	To explain the concept of ad brief and its elements: -Creative concept. -Branding. -Commercial promise. -Competitive advantage. -Identification and segmentation of target group -Direct and indirect competition.	To make ad briefs.	Responsible Analytical Disciplined Ethical Tolerant Proactive Researcher Autonomous Creative Innovative
Digital marketing strategic tools	To describe digital marketing strategic tools: -E-mail marketing. -Social networks management and advertising. -Advertising in browsers. -Banners in portals. -Advertising in mobile devices. -Geolocation tools. -Contents creation.	To propose digital marketing strategic tools.	Responsible Analytical Disciplined Ethical Tolerant Proactive Researcher Autonomous Creative Innovative

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DIGITAL MARKETING
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a digital marketing case, to write a report including:</p> <ul style="list-style-type: none"> -Marketing mix. - Indicators analysis for decision making. - Ad brief prototype. - Digital marketing tools proposal and justification. -Conclusions. 	<ol style="list-style-type: none"> 1. To understand the concept, importance and indicators of digital marketing. 2. To identify marketing elements in a digital environment. 3. To identify ad brief elements. 4. To identify digital marketing tools. 	<p>Case study</p> <p>Rubric</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Cases analysis Group discussion Research tasks	Computer Projector Board Printed material Internet Virtual classroom Specialized software

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
	X	


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Learning Units

1. Learning Unit	II. E-Commerce
2. Theoretical Hours	15
3. Practical Hours	20
4. Total	35
5. Objective	Students will propose Web pages design for an online commercialization of the corporation products and services.


Topic	Knowledge	Skills	Values/ Behavior
E-commerce concept and Business Models in Internet	<p>To explain the e-commerce concept and its importance in marketing.</p> <p>To identify business models concept and their classification in electronic commerce: B2B, C2C, B2C, C2B, A2B, A2C, A2A.</p>	To classify Web sites according to business models.	<p>Analytical</p> <p>Proactive researcher</p> <p>Autonomous</p> <p>Observant</p>

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Topic	Knowledge	Skills	Values/ Behavior
Development of Corporative Website	<p>To explain the concepts of:</p> <ul style="list-style-type: none"> -Hosting -Domain <p>To identify Website elements:</p> <ul style="list-style-type: none"> - Text - Images - Hyperlinks - Audio and video - Shopping cart <p>To explain functions and use of software to develop corporative Websites:</p> <ul style="list-style-type: none"> - Page creation - Text insertion - Images insertion - Creation of menus and hyperlinks - Audio and video insertion 	To propose Website elements.	Responsible Analytical Disciplined Ethical Initiative Teamwork Proactive Researcher Creative Innovative


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Topic	Knowledge	Skills	Values/ Behavior
M-Commerce	<p>To understand the concept, importance and use of M-Commerce.</p> <p>To explain the concept of mobile application and its development:</p> <ul style="list-style-type: none"> -Initial idea development -Attractive and intuitive design -Products catalog -Responsive design -Publication <p>To identify QR codes and their creation with specialized software.</p>	To propose initial ideas for mobile applications development.	Responsible Analytical Disciplined Ethical Researcher Autonomous Creative Innovative

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a digital marketing case, to present a proposal containing:</p> <ul style="list-style-type: none"> - Business model and its justification - Proposal of elements for Website -Conclusions 	<ol style="list-style-type: none"> 1. To understand the concept of e-commerce and business models. 2. To understand concepts related to corporative Website development. 3. To identify functions and use of software to create Websites. 4. To understand the concept, importance, use and creation process of M-Commerce. 5. To identify QR codes generation process. 	<p>Cases study</p> <p>Checklist</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Information technologies-assisted learning Cases analysis Laboratory practice	Computer Projector Board Printed material Internet Software specialized por Webpages and mobile applications design Virtual classroom

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
	X	


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Learning Units

1. Learning Unit	III. S-Commerce
2. Theoretical Hours	9
3. Practical Hours	26
4. Total	35
5. Objective	Students will formulate digital marketing strategies to allure potential customers.

Topic	Knowledge	Skills	Values/ Behavior
Social Media campaigns	<p>To explain the concepts of:</p> <ul style="list-style-type: none"> - S-Commerce - Community manager - Social CRM <p>To identify social networks, their importance and performance.</p> <p>To identify the applications to manage campaigns in social networks and their importance:</p> <p>Google Analytics Analyzer for WhatsApp Twitter Analytics Facebook Page Admin Tools</p> <p>To identify paid and viral publications, as well as their characteristics.</p>	<p>To select social networks.</p> <p>To manage campaigns in social networks.</p> <p>To produce viral and paid publications.</p>	<p>Responsible</p> <p>Analytical</p> <p>Disciplined</p> <p>Ethical</p> <p>Proactive</p> <p>Researcher</p> <p>Creative</p> <p>Innovative</p>


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Topic	Knowledge	Skills	Values/ Behavior
Inbound Marketing	<p>To explain the concept and importance of inbound marketing.</p> <p>To describe inbound marketing methodology and its techniques:</p> <ul style="list-style-type: none"> - Positioning Search Engine Optimization (SEO) - Social media marketing - Publicity in browsers - Web analytic - Email marketing - Contents marketing - Lead scoring and lead Nurturing 	<p>To develop inbound marketing methodology making use of its techniques.</p>	<p>Responsible</p> <p>Analytical</p> <p>Disciplined</p> <p>Ethical</p> <p>Proactive</p> <p>Researcher</p> <p>Creative</p> <p>Innovative</p>
Digital Marketing Strategies	<p>To describe the model of digital strategy generation and its measuring indicators:</p> <ul style="list-style-type: none"> - Product - Target audience - Communication pillars - Tools 	<p>To formulate digital marketing strategies.</p> <p>To elaborate measuring indicators of digital marketing strategies.</p>	<p>Responsible</p> <p>Analytical</p> <p>Disciplined</p> <p>Ethical</p> <p>Proactive</p> <p>Researcher</p> <p>Creative</p> <p>Innovative</p>

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a digital marketing case, to present a proposal containing:</p> <ul style="list-style-type: none"> - Digital marketing strategy and its measuring indicators - Social networks and their justification - Publication selection and its justification - Inbound marketing methodology - Publications analysis - Conclusions 	<ol style="list-style-type: none"> 1. To explain the concepts of SCommerce, Community manager and Social CRM. 2. To identify social networks, its performance and importance. 3. To explain applications importance for campaigns management and characteristics of paid and viral publications. 4. To understand the concept, methodology and techniques of inbound marketing. 5. To understand digital strategies generation model and its measuring indicators. 	<p>Cases study</p> <p>Checklist</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Information technologies-assisted learning Laboratory practice Cases analysis	Computer Projector Board Printed material Internet Tutorials

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Classroom	Languages Lab/Workshop	Corporation
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ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES

Ability	Performance Criteria
To structure marketing integral communication strategies through the integration of promotional mix, to position the product in the target market.	Students present integral communication strategies including: <ul style="list-style-type: none">- Personal sale- Publicity- Sales promotion- Public relations- Electronic commerce- S-Commerce- Digital marketing- Point of sale marketing- Direct marketing

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BIBLIOGRAPHY

Author	Year	Title	City	Country	Editorial
Tormo Marisa	2013	<i>Community Manager. Gestión y posicionamiento redes sociales.</i>	Ciudad de México	México	Alfa Omega ISBN : 9786077076889
Muñiz Troyano Javier y Polo Juan Diego	2014	<i>Community Manager. Estrategias de gestión de redes sociales.</i>	Ciudad de México	México	Alfa Omega ISBN : 9786076221198
Sainz Beatriz, Sánchez Javier, López Miguel	2013	<i>M-commerce. Comprar a través del móvil.</i>	Ciudad de México	México	Alfa Omega ISBN : 9786077075738
Kutchera Joe	2013	<i>E-X-I-T-O su estrategia de marketing digital en 5 pasos.</i>	Ciudad de México	México	Grupo Editorial Patria ISBN: 9786074386387
Carballar Jose Antonio	2011	<i>Twitter. Marketing personal y profesional.</i>	Ciudad de México	México	Alfa Omega ISBN: 9786077071990

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