



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: DIGITAL MARKETING

LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Marketing		
SUBJECT TYPE	Elective		
CREDIT POINTS	3		
PRE-REQUISITES	Marketing Management and English level VII		
LANGUAGE	English		
INTERNATIONAL CONTENT	<ul style="list-style-type: none"> • Reading materials include international journal articles • Reading materials in English • Research tasks on intercultural contexts • Development of projects that integrate national and international students, or collaborative projects, as well as on-site or online teamwork • Development of projects with international or intercultural focus • Foreign speakers or professors visiting the classroom or participating online • International cases are used and compared against national reality • International bibliography is used 		
COURSE DETAILS			
COURSE DESCRIPTION	To identify and apply the fundamentals of marketing in the digital context, for using digital ecosystems as means and end of the organization		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Identifying and assessing the fundamentals of marketing in digital media	Knowledge	ILO01 ILO02, ILO03 ILO05 BIMLA ILO06 BIMLA ILO07

Recognizing relevant variables defining digital media in different industries and contexts	Knowledge	ILO01 ILO4 BIML ILO06 BIML ILO07
Designing business management strategies and digital channels in different industries and contexts	Skill	ILO01 ILO3 ILO04 ILO05 BIML ILO06 BIML ILO07 BIB ILO06 BIB ILO07
Evaluating the marketing management performance in digital contexts	Context	ILO02 ILO03 ILO04 ILO05 BIML ILO06 BIML ILO07

*** Intended Learning Outcome**

ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.

ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.

ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.

ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.

ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).

BIMLA ILO06: Apply technical skills associated with marketing and logistics in the decision making process of the firm.

BIMLA ILO07: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains

BIB ILO06: Apply technical skills associated with cross-border transactions: Ability to understand and solve issues associated with firm internationalization and trade, according to the level of study (Bachelor).

	BIB ILO07: International Business Plan: Develop and apply entrepreneurial spirit and creative thinking through a business plan associated with an established company or a student start-up.
COURSE CONTENTS	<ol style="list-style-type: none"> 1. Digital marketing: changing the classic marketing mentality 2. Tools and networks 3. Search basics (online marketing and SEO) 4. Consumer / User 5. Digital strategy 6. Communication and digital design 7. Social media 8. Executive strategy (online campaigns) 9. Technology and marketing (SEM) 10. Online analytics 11. WEB Metrics 12. Calculating RSI (ROI) and reconfiguration 13. Digital marketing in the real world
METHODOLOGY	<p>Lecture Theoretical classes Participative classes :Small Groups Discussion and Course Discussions Workshops Project based Learning Written tests, essays, presentations and integral projects</p>
ASSESSMENT	<p>As part of the assessment activities, the teacher may take into account the following alternatives that fall within the conception of competency learning:</p> <ul style="list-style-type: none"> • Presentations or oral midterm exams: from the contents developed in the course, the student will deliver an argumentative presentation in which the management of the subject, project or assignment previously assigned by the teacher is evidenced. This evaluation aims at demonstrating good management of language, communicative, argumentative, analytical and integration skills. • Written Midterm Exam. When designing this instruments, the teacher may include in the problem-based analysis and case method. Written examinations must have as core aim the implementation and generalization of the course contents in specific situations. • Capstone (or integrative project). Based on the course topics, the teacher can develop an integrative project that allows the student to articulate, implement and generalize the given content to specific situations or organizations. It allows the students to have practical experiences that simulate the usefulness and implementation of the course