



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**SUBJECT NAME AND CODE:** Electronic Marketing (MAKE)  
**PROGRAM:** International Marketing & Logistics Administration  
**Level of Study** Undergraduate Program

<b>GENERAL ACADEMIC INFORMATION</b>	
<b>LATEST UPDATE</b>	2014-2
<b>VALID FOR</b>	VALID
<b>ACADEMIC AREA</b>	Marketing
<b>CYCLE</b>	Professional
<b>SEMESTER</b>	Seventh
<b>SUBJECT TYPE</b>	Elective
<b>CREDIT POINTS</b>	3
<b>CLASSROOM HOURS PER WEEK</b>	3
<b>PRE-REQUISITES</b>	None
<b>LANGUAGE</b>	Spanish
<b>PROFESSOR'S NAME</b>	Juan Jose Aldaz Osorio
<b>COURSE DETAILS</b>	
<b>COMPETENCES DEVELOPED</b>	<p>The student will:</p> <ol style="list-style-type: none"> <li>1. Use the tools to plan, execute or monitor positioning strategies and marketing campaigns on search engines and social networks.</li> <li>2. Develop analytical and quantification skills regarding those activities of the Electronic Marketing.</li> <li>3. Identify opportunities and threats in the markets and audiences, and quantitatively assess them.</li> <li>4. Understand and apply tools for optimization of positioning, campaign correction, and reasons for the disappearance of the leading search engine in the world (Google slap)</li> <li>5. Understand how Google AdWords and Google Analytics modules work, as well as various other tools to increase the CTR (Click-Through Ratio) and decrease CPC (Cost-per-Click), data analysis and metrics. Measure the performance of the investment in e-marketing through metrics.</li> </ol>
<b>COURSE CONTENTS</b>	<ol style="list-style-type: none"> <li>1. Module 1: The Internet history, search engines, and social networks. Creating your own website (a blog).</li> <li>2. Module 2: Processes analysis in a website: acquisition, conversion, business process, and retention.</li> <li>3. Module 3: Models of paid e-marketing vs. Payments No Payments (Guerrilla Marketing) or SEO vs SEM.</li> <li>4. Module 4.</li> <li>5. Research metrics electronic markets, implementation of Google AdWords; campaign creation. Choosing Keywords.</li> <li>6. Module 5.</li> <li>7. Correction and adjustment of keywords, the "Bounce". The "Google Slap". Web-Mining and Google Analytics. Google AdWords Acceleration. Spy-Tools (Tools of espionage).</li> <li>8. Module 6.</li> <li>9. Social Media campaigns. Bases of e-mail marketing, bad practices (spam, hoax).</li> <li>10.</li> <li>11.</li> <li>12.</li> </ol>
<b>METHODOLOGY</b>	Lecture
<b>ASSESSMENT</b>	<p>Competence-based evaluation system with specific guidelines.            Evaluation will be based on individual written tests, works, and workshops along the semester. Besides, since corporate visits are an essential part of the course, the student must submit reports of those visits, including an analysis of them.            Final paper            Reading comprehension evaluations (two books per semester, minimum)            Quizzes and reading analyses, and case analyses            Written exams (two partial exams -60%- and a final one -40%)</p>

**LINKS:**

<b>WEEKLY PLAN</b>	Provided by request
<b>DETAILED CONTENT</b>	Provided by request