

Master in Digital Marketing Course Description



The program features several stimulating modules that address numerous issues of Digital Marketing. Topics to be discussed include:

General Management Courses

Fundamentals of Marketing Management

This course introduces you to the basic principles of marketing management and marketing strategy making. Special emphasis is placed on the first two elements of the marketing mix - Product and Price. You will:

- Analyze a marketing problem and propose and evaluate alternative solutions
- Evaluate and prioritize information that influences marketing decisions
- Apply qualitative and quantitative analysis to help solve marketing problems
- Apply general marketing concepts to new situations.

Key concepts include: the marketing concept, strategic and marketing planning, situation analysis, segmentation, targeting, positioning, marketing mix (4 P's), and relationship marketing.

Marketing Strategy and Plan

This last module teaches you to analyze a marketing problem, and propose and evaluate alternative solutions; evaluate and prioritize information that influences marketing decisions; take an integrated perspective of the interaction between the variables of the marketing mix studied previously with a focus on strategic aspects of marketing; to explore the changing nature of the marketing function as the company enters into the uncharted waters of international expansion; and finally, to identify and understand the variables to be considered in the design and successful implementation of a Marketing Plan.

Fundamentals of Financial Management

This course focus in the fundamentals of Corporate Finance with an emphasis on the problems faced by managers today, integrating the financial theory in the current business environment in which financial decisions take place. The objective of corporate financial theory is to maximize the value of the business. In this context financial decisions can be broken down in two basic decisions: how much to invest and what assets to invest in, and how to raise the necessary cash.

Financial Accounting

Every executive should be able to understand and interpret economic information pertaining to his/her company. This course covers basic concepts such as the accounting treatment of inventories, sales, clients and suppliers, and the construction and analysis of balance sheets, results accounts and cash flow statements. The basic concepts of management accounting for internal decision-making are also dealt with, as are cost control and allocation systems, together with the analysis of deviations and the advanced systems for assigning and administrating them.

Management Control

The objective of this course is to analyze the different elements of management control in a company, examining interrelations with corporate strategy and structure. This involves a detailed analysis of the different centers of responsibility, planning and implementation, and of the treatment of information, teaching you to take informed decisions that permit corrective action and ensure objectives are met.

Competitive Strategy

This area comprises an analysis of industries and the way in which a company may position itself in order to optimise its competitive advantages. This involves the selection of markets and an examination of their role in the value chain. Students also learn how to undertake a strategic analysis of diversified companies.

World Awareness Seminars

These seminars will be developed with the objective of a better comprehension of our cultural environment. Our program also includes sessions about the big main world issues of our Age and the influence in your professional and personal development. Their knowledge shapes the human perception and the human being and world understanding allowing professionals participate in the creation of new values as change seeds, and in the development of a new modern society. These seminars will allow future managers to better understand the environment you will operate, thanks to the study of different cultures and markets.

Leadership Workshops

This program trains you to learn from yourself. Action, reflection and putting newly acquired knowledge and skills into practice at work are the objectives of these workshops. An in-depth analysis of personal strengths and weaknesses is used to define how to work on your competencies to mould a profile that is in line with target skills.

FUNDAMENTALS OF DIGITAL MARKETING

Digital Advertising Evolution

Together we will examine the digital marketing trends throughout its short history in order to provide you with a solid grasp of the basis conceptual. Issues will include portal failure, hyperlinks relevance, web search engines success, traditional media quota decrease, consumer generated content, free software, crowd-sourcing, social media, aggregators, online alerts, RSS feeds, etc.

Introduction & Trends in Online Advertising

The conceptual basis of digital advertising will be established in order to provide you with a useful toolbox including topics such as online ads, display advertising, rich media ads (microspots, flash animations, etc), contextual ads, behavioural advertising, payment models (CPM, CPC, CPA, CPL), advertising networks, media and agencies management and in general the whole digital advertising market operation.

Markets e-Research & Product e-Marketing

The World Wide Web is an incredible resource for collecting information in order to identify and define marketing opportunities and problems. As such, you will examine how to use digital tools to collect and analyze information about consumers, markets, niches, products and the effectiveness of marketing programs.

Virtual Companies Legal Environment

The program explores copyright issues (including the copyleft dimension), laws affecting the industry, personal data protection, safety and privacy. You will obtain a solid understanding of how to legally optimize the use of advertising databases and formats.

DIGITAL MARKETING FORMATS

Emerging Media & Mobile Advertising

Journalism schools are teaching the convergence of media, but what will their audiences be like in five years? People spend less time watching TV and reading newspapers each day and instead wander around in mobile phones, Second Life, watch videos on YouTube, look at photos in Flickr and exchange information through social networks. This course explores the challenge of profitably using these emerging media for advertising.

Wireless carriers also offer data services which enable access to various types of content and services; and some of these data services have become powerful media channels with the ability to include advertising along with the contents. In this course all forms of new will be analyzed in detail. You will have a first contact with mobile web banners, multimedia messaging, downloadable applications, and proximity marketing (bluecasting), etc.

Metaverses and Advergaming

Let's face it: within a certain section of the population, online gaming is more popular than TV. And if they happen to be our targets, we have to use this new channel to make them aware of products and services. Two different formats will be analyzed during this course: specially designed advergaming played on the internet or cell-phones which are extremely useful to communicate brand values; and third party metaverses like Second Life in which to place virtual ads.

SEM y SEO

In Internet marketing, the best return on investment comes from successfully optimizing websites for search engines. Through the analysis of PPC (Pay per Click) and SEO (Search Engine Optimization) techniques, you will learn how to improve webs ranking and position maximizing oriented traffic to increase return on web development investments.

OPERATIONS FEATURES AROUND DIGITAL MARKETING

Campaign Management

Practical cases and theoretical notes will illustrate how to plan, design and manage digital marketing campaigns within a global marketing strategy. You will be introduced to concepts such as reach, affinity, conversion and media planning. Special focus will be set on how to optimally integrate online and offline advertising formats to maximize the efficiency of campaigns.

Digital Marketing Auditing

Through this course you will learn how to set up your own e-marketing measurement and improvement programs and how to interpret results and create actionable management intelligence which can be applied across all elements of marketing mixes, not just online. You will come to understand how to use online e-metrics both to improve your email marketing and online advertising campaign results in addition to optimize website's performance.

Digital Trade Marketing and Promotion

Digital promotion is increasingly being embraced by marketing moguls worldwide. While a bulk of marketing budgets are still allocated in traditional promotion, the shift of consumers to spending more time online over television or other forms of media leaves marketers no choice but to "go fishing where the fish are." With the increasing number of digital gigs in the digital channels, comes the challenge for Digital Marketers to not just be present but to make a difference in the point of sale, no matter if this is on or offline. Besides digital trade marketing is growing rapidly through co-op advertising with retailer specific re-directs. In this course the student will learn the fundamentals to control/implement and execute a clear distribution policy through effective use of the new digital marketing tools.

Operations Management in Advertising

This course addresses the key operational elements involved in digital advertising campaigns: IT servers hosting, online advertising campaigns monitoring and tracking tools, ad-serving technologies, digital advertising spaces optimization tools, etc.

Usability and Design in e-Marketing & e-Commerce

This course examines the strategies and challenges involved in using technology to define and optimize the means of interaction in user-systems. Techniques such as eye-tracking and others will be discussed, giving you the necessary skills to manage the development of more user-friendly and trendy interfaces in all kind of digital devices.

DIGITAL COMMUNICATION METHODS

Digital Communication, Brand Awareness & Social Media

Online communication allows for communication anytime, anywhere. This course presents an in-depth study of how digital technologies (such as video conferencing, two-way interactive television, bulletin and discussion boards, asynchronous forums, real-time chats, etc.) can be used to supplement and enhance delivery of branding and advertising.

ENTREPRENEURSHIP

This course examine potential sources of business ideas, teaching you how to apply management tools to fledgling companies, explore the different sources of financing for new online ventures, analyzes every aspect of the specific problems encountered during the process of implementing a business plan. It will also introduce you to the methodology and objectives involved in drafting a business plan. The business plan, as the focus point of the entire effort, will be the main subject of discussion and the final objective of a practical exercise in which students will present proposals of their own.

During the whole course, conferences by experienced industry professionals will provide a real taste of digital marketing in order to apply techniques and keys skills learnt in more theoretical classes. This course taught via videoconference is named Web Straight Inputs