

BASIC DETAILS:

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|--------------------------------|---|-------------------------------------|---------------------|
| Subject: | MÉTRICAS Y ANALÍTICAS EN EL MARKETING DIGITAL/DIGITAL MARKETING METRICS AND ANALYTICS | | |
| Id.: | 32736 | | |
| Programme: | GRADUADO EN MARKETING (CA). PLAN 2016 (BOE 12/12/2016) | | |
| Module: | DIRECCIÓN DE MARKETING | | |
| Subject type: | OBLIGATORIA | | |
| Year: | 3 | Teaching period: | Primer Cuatrimestre |
| Credits: | 3 | Total hours: | 75 |
| Classroom activities: | 34 | Individual study: | 41 |
| Main teaching language: | Inglés | Secondary teaching language: | Castellano |
| Lecturer: | | Email: | |

PRESENTATION:

The purpose of this course is to provide the student with the necessary knowledge to measure the scope of all digital actions that can be performed professionally. It is about knowing that all these actions can be registered and measured, and that the information obtained is very valuable to analyze the success or failure of such actions.

The course aims to demonstrate how data and information can save time and money, and how they are needed to critically assess if the objectives set for a digital marketing campaign of any type are being achieved.

The students will be able to implement different analytical techniques on their own digital platforms, set objectives and analyze the information collected to verify if the objectives are achieved. They will also learn how to suggest improvements and practical solutions to achieve those objectives in case of failure.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

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| General programme competences | G01 | Capacidad de análisis y síntesis de informaciones obtenidas en diversas fuentes. |
| | G02 | Capacidad de organización y planificación del trabajo en el contexto de la mejora continua, de un entorno cambiante y bajo el prisma de la "flexibilidad". |
| | G03 | Capacidad para trabajar en equipo en el ámbito profesional del marketing. |
| | G05 | Capacidad de comunicación oral y escrita en contextos académicos y profesionales de la empresa y el marketing, en lengua inglesa. |
| | G06 | Capacidad de aplicar los conocimientos adquiridos adaptándolos a las exigencias de cada situación, en el ámbito de la empresa y el marketing. |
| | G07 | Habilidad para analizar, buscar y discriminar información proveniente de fuentes diversas, incluida la información digital, evaluando procedencia, derechos de autor y tipología de licencia de uso. |
| | G08 | Capacidad para la resolución de problemas en el ámbito de la empresa y el marketing. |
| | G11 | Capacidad de detección, evaluación y explotación de las oportunidades que ofrecen las tecnologías de la información y la tecnología aplicada al marketing. |
| | G14 | Capacidad para manejar tecnologías de la información y la comunicación en diferentes ámbitos de actuación de la economía digital. |
| Specific programme competences | E03 | Capacidad para conocer las técnicas y métodos de naturaleza cuantitativa aplicables al diagnóstico y análisis de marketing y economía digital, siendo capaz de utilizar la herramienta más adecuada en cada situación. |
| | E07 | Capacidad para llevar a cabo la planificación de marketing digital. |
| | E12 | Capacidad para identificar y relacionar la interacción entre los diferentes actores de la economía digital. |
| | E13 | Capacidad para llevar a cabo planteamientos de marketing operativo. |
| | E15 | Capacidad para conocer las técnicas y métodos de naturaleza cuantitativa aplicables a la economía digital y nuevas tendencias en el ámbito de la neurociencia. |
| Learning outcomes | R01 | Conocer y Dominar las principales métricas de marketing en el entorno digital |
| | R02 | Plantear, diseñar y planificar un sistema para el análisis de métricas de marketing en el entorno digital |

PRE-REQUISITES:

SUBJECT PROGRAMME:

Observations:

The sessions will be divided into:

1. Theoretical sessions

The teacher will introduce the subject and explain the theoretical concepts. The student must acquire the technical vocabulary and become accustomed to functioning properly on digital marketing analytics.

These sessions include lectures, presentations and audiovisual material.

2. Practical Sessions

Once the theoretical concepts have been explained, the students will work individually or in groups on specific practical exercises. The lecturer will provide guidance during class time to solve the problems and concerns arising, although it is intended that the students themselves will be able to solve problems independently.

* Coursework will be explained in the classroom and the criteria for evaluation will be clearly stated.

Subject contents:

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| 1 - Understanding digital media and digital analytics |
| 2 - Digital analytic tools |
| 3 - Web metrics |
| 4 - KPIs and metrics management |
| 5 - Content analytics |
| 6 - Other analytics |
| 7 - Social media analytics |
| 8 - Analytics and marketing strategies |
| 9 - Interpretation of results and evaluation of the analyses |
| 10 - Research plans |
| 11 - The future of digital data |

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

The course consists of different methodologies that will take place during the semester:

Theoretical or Lectures: presentation by the teacher of theoretical content, displaying examples and commenting on them.

Practical classes: practical exercises, resolved individually or in groups, to work in class or at individual study time; the lecturer will guide students through any problems that might arise during classroom time or at set tutorials.

Coursework assignment: each student will have to set up their own blog (details will be stated at the beginning of the course). The blog will need to be updated as instructed and will be used to practice on the theoretical concepts of the course during class time. The course work relating this blog, will be carried out mainly as part of the autonomous student work but will be reviewed periodically by the lecturer.

Final exam: a final written exam will be held to evaluate all the theoretical concepts introduced during the course.

Student work load:

| Teaching mode | Teaching methods | Estimated hours |
|-----------------------------|---|-----------------|
| Classroom activities | Master classes | 18 |
| | Other theory activities | 5 |
| | Practical work, exercises, problem-solving etc. | 2 |
| | Debates | 2 |
| | Coursework presentations | 3 |
| | Other practical activities | 2 |
| | Assessment activities | 2 |
| Individual study | Tutorials | 3 |
| | Individual study | 13 |
| | Individual coursework preparation | 5 |
| | Group coursework preparation | 1 |
| | Project work | 5 |
| | Research work | 5 |
| | Compulsory reading | 5 |
| | Recommended reading | 2 |
| | Other individual study activities | 2 |
| Total hours: | | 75 |

ASSESSMENT SCHEME:

Calculation of final mark:

| | | |
|--|------------|----------|
| Individual coursework: | 15 | % |
| Tests (midterm and final exam): | 65 | % |
| Other coursework and in-class participation: | 20 | % |
| TOTAL | 100 | % |

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

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| HEMANN, C. and BURBARY, K. 2013. Digital marketing analytics: Making sense of consumer data in a digital world. Pearson Education. |
| KAUSHIK, A. 2010. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity. Sybex. |
| MUÑOZ, G. and ELÓSEGUI, T. 2011. El arte de medir: manual de analítica web. Profit Editorial. |
| RAPPAPORT, S. D. 2015. The Digital Metrics Field Guide: The Definitive Reference for Brands Using the Web, Social Media, Mobile Media, or Email. BIS Publishers. |

Recommended bibliography:

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| CLIFTON, B. 2012. Advanced Web Metrics with Google Analytics. Wiley John & Sons. |
| CLIFTON, B. 2015. Successful Analytics: Gain Business Insights by Managing Google Analytics. Advanced Web Metrics Ltd. |
| ELOSEGUI, T. y MUÑOZ, G. 2015. Marketing Analytics. Anaya. |
| GOROSTIZA, I. y BARAINCA, A. 2016. Google Analytics. Mide y Vencerás. Anaya. |
| JEFFERY, M. 2010. Data-driven marketing: the 15 metrics everyone in marketing should know. John Wiley & Sons. |

Recommended websites:

* Guía Docente sujeta a modificaciones