

Digital Advertising

UGRA_002540

Departments	Department of Marketing
Teaching Languages	English
ECTS	4
Teacher responsible	Llorella Beteta Nando - nando.llorella@esade.edu

Course Goals

Learning objectives:

- Understand the importance of strategic marketing when implementing a tactical action
- Learn about the top digital advertising platforms and become familiar with the terminology used in the field
- Develop the capability to work in teams and present in public to enrich the learning experience
- Become familiar with self-learning and the use of official resources to stay up to date

Previous knowledge

Thorough understanding of basic marketing and communications principles

Prerequisites

Fundamentals to Marketing course is required

Description

Course contribution to program

Learn to implement digital advertising campaigns with the top platforms: Google Search Ads and Meta Advertising. Develop presentation and teamwork skills.
Understand programmatic advertising and AI technologies. Become Google Search Ads Certified.

Short description

This hands-on course is designed to provide students with the basic principles of digital advertising, and arm them with the necessary skills to implement campaigns in Google Search Ads and Meta Ads.

Activities

Programming exercises

In-class discussions and debates

Quizzes/tests

Presentations

Content

#	Topic
1	Online Marketing Strategy & the Customer
2	Digital Advertising Framework
3	Search Engine Marketing (SEM)
4	Digital Advertising Strategy (case application)
5	Digital Advertising Strategy Presentation
6	Search Advertising & Google Search Ads
7	Social Advertising & Meta Ads

Assessment

Tool	Assessment tool	Category	Weight %
Other	Google Search Advertising Certificate	Ordinary round	10.00%
Other	Digital Advertising Strategy & Presentation	Ordinary round	20.00%
Quizzes/tests	Meta Advertising Course	Ordinary round	10.00%
Other	Google Search & Facebook Adv. Presentation	Ordinary round	20.00%
Peer evaluation		Ordinary round	20.00%
Participation in program activities	Participation in class & Attitude	Ordinary round	20.00%
Final individual project		Retake	100.00%

PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 3 (Optative)
BBA20 Year 4 (Optative)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBE20 Year 4 (Optative)
BBE20 Year 3 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
DBAI21 Year 3 (Optative)

N90-BI Norwegian Business School (Summer School: Business)
N90 Year 1 (Optative)