

Marketing Trends

UGRA_009633

Departments	Department of Marketing
Teaching Languages	English and Spanish
ECTS	3
Teacher responsible	Maria Lemonidou - maria.lemonidou@esade.edu Verena Barbara Schoenmueller - verena.schoenmueller@esade.edu

Prerequisites No prerequisites

Description

Course contribution to program

- Understand the transformative impact of digital and technological developments on consumers and firms
- Formulate and learn how to execute digital marketing objectives and strategies
- Be mindful of customer safety and well-being in the implementation of digital marketing campaigns
- Analyze scientific literature from the digital marketing field and solve real world business questions
- Present and discuss business cases and problems (formally and informally) in a manner that benefits fellow students' understanding and learning experience

Short description

This course introduces you to the latest marketing trends, with specific focus on concepts and practices in digital marketing. In the course, we will deep-dive into the basic concepts of a digital marketing strategy, the key points of similarity and difference between digital and traditional marketing, and the latest trends and tools in digital marketing practice. By the end of this course, students will be able to set up a digital marketing strategy for any company or brand that wants to improve their online presence and performance, and pursue strategic digital objectives.

Activities

In-class discussions and debates

Written and/or oral exams

Group presentations

Readings

Project development and presentation

Content

#	Topic
1	Marketing trends and the digital marketing strategy
2	Digital Customer Journey and Digital Marketing Channels
3	Paid digital marketing: Display and mobile ads
4	Owned digital marketing: SEO and website optimization
5	Owned channels: Content Marketing
6	Earned digital marketing: User-Generated Content
7	Digital Marketing Simulations

Assessment

Tool	Assessment tool	Category	Weight %
Participation in program activities	Participation in class	Retake and ordinary round	20.00%
Written and/or oral exams	Individual assessment	Retake and ordinary round	30.00%
Group project	Group activities	Retake and ordinary round	50.00%

PROGRAMS

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

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 3 (Mandatory)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
DBAI21 Year 4 (Mandatory)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
DBAI23 Year 4 (Mandatory)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
GBD20 Year 4 (Mandatory)