

Digital Communications

UGRA_014121

Departments	Department of Marketing
Teaching Languages	English
ECTS	2
Teacher responsible	Ana Maria Varela Otero - ana.varela1@esade.edu

Course Goals

Objectives

1. Develop the capacity to analyze a strategic challenge in the context of Brand and Communication to identify an opportunity
2. Evaluate the internal and external situation to formulate an effective digital strategy
3. Implement communication solutions related to Awareness, Engagement, Activation, Execution and Evaluation

Previous knowledge

at least 1 marketing course

Recomended courses

As many marketing courses as possible

Teaching methodology

Each class session will include a section in which the different program subjects will be presented either by the course professors

In addition, each session may require students to carry out various activities, depending on the session, prior to each class. These activities may include answering a questionnaire, resolving a case, or searching for and evaluating information. The result of this prior preparation may lead to work carried out by groups during class, such as presentations or case study discussions.

Notes and readings will be provided to the students on the content of each session. These readings may include articles appearing in a magazine, a specialized report, or a specific chapter in a book.

Description

Course contribution to program

Course: Digital is the New Black: How to Succeed in Brand Communication Today in a Connected World, Brands Must be Always-On Introduction

The marketing paradigm has transformed with the rise and consolidation of digital technologies. This course will teach you about this shift and how it has altered the way brands communicate with their audiences.

Companies today exist in a fast-paced information cycle and face the constant proliferation of social media channels, the growing power of connected customers, and an explosion of new digital tools that provide an unprecedented and complex ecosystem.

To succeed, marketers must be able to plan, implement, and measure the impact of digital strategies that are suited to today's customers and integrated with both traditional and innovative marketing and business goals.

Digital is the New Black aims to help students understand the complexities and the opportunities of this new normal, and to examine how success in the digital space implies managing a continuously changing balance between the Strategic, Creative, Technological and Analytical elements that support an effective Communication Strategy.

Activities

In-class discussions and debates

Teamwork

Group presentations

Essays

Case study analyses

Content

#	Topic
1	1. Mass media/Consumer/Organic Networks/Social Listening
2	2. Brand building/Natural trends/stakeholders/integration/POS
3	3. Omnichannel/Brand Experience/Touchpoint/Digital Leadership
4	4. Crisis Management/Institutional Comms/Consumer Generated Content
5	5. Celebrity Sponsorship/Brands with Purpose/Opinion/Brand Engagement/ Polarizing Opinions
6	6. Digital Native Brands/Cult Brand/Community & Conversation/R&D Co-creation

Assessment

Tool	Assessment tool	Category	Weight %
In-class analysis and discussion of issues	Class contribution and participation	Ordinary round	20.00%
Individual or team exercises	Individual exercise, analysis and take- aways. Written report hand-ins	Ordinary round	40.00%
Other	specific retake project	Retake	100.00%
Individual or team exercises	Preparation Group Exercises previous & during class	Ordinary round	40.00%

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 4 (Optative)
 BBA20 Year 2 (Optative)
 BBA20 Year 3 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
 BBA23 Year 4 (Optative)
 BBA23 Year 2 (Optative)
 BBA23 Year 3 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
 DBAI21 Year 3 (Optative)
 DBAI21 Year 4 (Optative)
 DBAI21 Year 2 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
 DBAI23 Year 2 (Optative)
 DBAI23 Year 4 (Optative)
 DBAI23 Year 1 (Optative)
 DBAI23 Year 3 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
 GBD20 Year 2 (Optative)
 GBD20 Year 3 (Optative)
 GBD20 Year 1 (Optative)
 GBD20 Year 4 (Optative)