TEACHING GUIDE - 2026-2027

Digital Advertising

UGRA_002540

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

Course Goals

The main objectives of this course are:

- To understand the role of Digital Advertising within the broader Digital Marketing ecosystem.
- To develop the ability to design digital advertising strategies aligned with business and marketing objectives.
- To understand the customer journey and identify advertising opportunities across the marketing funnel.
- To become familiar with the main digital advertising platforms, particularly Google Ads and Meta Ads.
- To learn how to plan, evaluate, and optimize digital advertising campaigns using a structured framework.
- To develop analytical, presentation, and teamwork skills through real business cases and practical exercises.
- To foster self-learning capabilities using industry-standard resources and professional certifications.
- To understand the ethical and responsible use of digital advertising technologies and consumer data.

Previous knowledge

Students are expected to have a basic understanding of Marketing and Communication principles acquired through previous courses in the BBA program.

No prior experience with digital advertising platforms is required. However, familiarity with fundamental concepts such as market segmentation, customer behavior, branding, and marketing strategy will help students better understand and apply the concepts covered throughout the course.

Prerequisits

Fundamentals to Marketing course is required

Teaching

The course follows a hands-on and experiential learning approach that combines conceptual frameworks with practical application in real business scenarios.

methodology

Teaching methods include lectures, class discussions, case study analysis, group projects, presentations, and individual self-learning activities. Students will work on real-world business cases to apply the concepts covered in class and develop strategic thinking skills.

The course also incorporates industry-standard learning resources, including Google Skillshop and Meta learning materials, encouraging students to develop self-learning capabilities and stay up to date with the constantly evolving digital advertising landscape.

Active participation is expected throughout the course, both individually and as part of a team, fostering collaboration, critical thinking, communication, and problem-solving skills.

Description

Course contribution to program

Digital Advertising contributes to the BBA program by providing students with the strategic and practical skills required to understand, design, and evaluate digital marketing initiatives in today's business environment.

The course complements the knowledge acquired in areas such as Marketing, Consumer Behavior, Business Strategy, and Data Analytics by focusing on one of the most important drivers of customer acquisition and business growth: digital advertising.

Through a combination of strategic frameworks, real business cases, and hands-on exercises, students learn how to translate business objectives into measurable marketing actions using platforms such as Google Ads and Meta Ads. The course also develops analytical thinking, problem-solving, teamwork, communication, and presentation skills, all of which are essential competencies for future managers and marketing professionals.

Additionally, the course encourages self-learning and continuous professional development by exposing students to industry-standard resources and certifications, preparing them for the fast-changing digital business landscape.

Short description

Digital Advertising focuses on the strategic planning and implementation of paid digital media campaigns. The course covers the main digital advertising channels, including Google Ads and Meta Ads, and provides students with the frameworks, tools, and practical skills required to design, execute, and evaluate digital advertising strategies aligned with business objectives.

Bibliography

, Meta Blueprint Learning Resources (Reference Entry)

, Google Analytics DocumentationGoogle Analytics Documentation (Reference Entry)

, Google Ads Help Center (Reference Entry)

, Google Skillshop Learning Platform (Reference Entry)

Activities

In-class discussions and debates
Practical Exercises and Class Participation

Throughout the course, students will complete individual and group exercises designed to reinforce the concepts covered during the lectures. Active participation in discussions, practical activities, and case analysis is expected and forms an important part of the learning experience.

Quizzes/tests
Google Search Advertising Certification
Students are required to complete the Google Search Advertising Certification through Google Skillshop. This activity is designed to introduce students to industry-standard learning resources, develop self-learning capabilities, and strengthen their understanding of search advertising concepts and best practices.

Meta Advertising Examination

Students must complete an individual assessment focused on Meta Advertising concepts, campaign structures, audience targeting, advertising objectives, and platform-specific terminology. The purpose of this activity is to evaluate each student's understanding of social advertising fundamentals and their ability to apply the concepts covered throughout the course.

Presentations
Digital Advertising Strategy Presentation

Each team will present its strategic proposal to the class. The objective is to develop communication and presentation skills while encouraging discussion, critical thinking, and peer learning through the analysis of different business scenarios.

Digital Advertising Strategy Project

Working in teams, students will develop a complete digital advertising strategy for a real business case. This activity requires students to apply the frameworks, methodologies, and strategic thinking discussed in class, including audience analysis, customer journey mapping, channel selection, budget allocation, and campaign planning.

Content

#	Topic
1	Introduction to Digital Advertising This module introduces the role of Digital Advertising within the broader Digital Marketing ecosystem. Students will explore the relationship between marketing objectives, customer acquisition, and paid media, while gaining an overview of the course methodology, assignments, and industry platforms that will be used

#	Topic
1	throughout the course.
2	Marketing Strategy, Customer Segmentation and Buyer Personas This module focuses on the strategic foundations required before launching any advertising activity. Students will review concepts such as macro and micro segmentation, customer journeys, touchpoints, and Buyer Personas, learning how to identify and understand target audiences in different business scenarios.
3	Digital Advertising Framework and Performance Measurement Students will be introduced to a structured framework for planning and evaluating digital advertising strategies. The module covers traffic acquisition channels, key performance indicators, and the role of web analytics in measuring marketing effectiveness and supporting decision-making.
4	Search Engine Marketing (SEM) This module explores the fundamentals of Search Engine Marketing, including the relationship between SEO and SEA, keyword research methodologies, search intent analysis, and the role of search engines within the customer decision-making process
5	Google Search Advertising This module focuses on the tactical implementation of search advertising campaigns. Students will learn how Google Search Ads work, how campaigns are structured, and how to create effective ad copy and keyword strategies to capture demand and drive conversions.
6	Social Advertising with Meta Ads Students will explore the main concepts and capabilities of Meta Advertising. The module covers campaign objectives, audience targeting, creative formats, remarketing strategies, and the role of social advertising throughout the customer journey.
7	Campaign Implementation Workshop This practical module focuses on translating strategy into execution. Students will work on campaign structures, audience definitions, keyword selection, and advertising assets for their assigned business cases while receiving guidance and feedback from the instructor.

Assessment

Tool	Assessment tool	Category	Weight %
Quizzes/tests	Meta Advertising Course	Ordinary round	10.00%
Quizzes/tests	Google Advertising Certification	Ordinary round	10.00%
Peer evaluation	Peer Evaluation	Ordinary round	10.00%
Participation in program activities	Participation in class & Attitude	Ordinary round	30.00%
Group project	Final Presentation	Ordinary round	30.00%
Group project	Global Strategy Presentation	Ordinary round	10.00%

PROGRAMS

AI26-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
AI26 Year 1 (Optative)

AI26S-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
AI26S Year 1 (Optative)

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)

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

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA25 Year 1 (Optative)
BBA25 Year 3 (Optative)

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

DBAI23 Year 4 (Optative)
DBAI23 Year 1 (Optative)
DBAI23 Year 3 (Optative)

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