Digital Marketing Strategies

**Description**

The aim of this course is to provide a solid knowledge on each of these new communication platforms, and most importantly, how to implement consistent Social Media Ad campaigns to acquire new clients for companies, basing it on a real e-commerce case that students will be developing from day 1.

**Titular Professors**

Paul Fox  
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**Objectives**

Amongst the course objectives, we highlight the following:

- To develop the necessary skills to create an E-Commerce platform from 0, and how to acquire customers through Social Media.
- To know the most relevant, Social Media content composition practices and how to adapt them to network context.
- To acquire a general Ad platform management and learn the principles of a digital campaign structure.
- To increase the ability and skills necessary to use Social Media and its terminologies correctly to work collaboratively and find solutions to arising challenges.
- To work hands-on on Social Media tools that are beginning to be common practices in companies and demand a high degree of analysis and insight development.
- To be able to develop a Social Media Channel Plan that fits the objective of a real-life product, and can implement it using digital platforms that demand a daily attention to their changing methodologies.

**Contents**

Introduction to Social Media Marketing & E-Commerce.

Shopify The E-Commerce Solution.

Web Designing & UX.

SEO.
Methodology

Classes will be a mixture between theoretical concepts and case studies for students to learn general terms on E-Commerce & Social Media.

The aim of the course is to develop the student’s understanding of Social Media as much more than a mean to share great experiences online. They will learn the importance of these platforms for businesses and how they can be a key part to leveraging their online E-Commerce presence.

During the course they will learn step-by-step how to develop a proper Social Media Channel Plan that will then be the core element of their final group project presentation.

Evaluation Criteria

The Course grade will be based on the following point breakdown:

20% Individual activities, participation on online community, and attendance.

20% Participation in all workshops with proactive interest in subject matter.
30% Mid-Term Presentation.

30% Final Group Presentation.

**Basic Bibliography**

No textbook is required. All the relevant information will be provided during the sessions and through the online platforms available.