

2.17 30117 MARKETING DIGITAL SPECIALIZATION

UNIT-1 PILLARS OF DIGITAL MARKETING:

Digital Marketing has revolutionized the way of doing business, and no corporation, business, entrepreneur or professional can ignore its vital importance to achieve success.

This course provides the student with mastery of the strategic criteria, techniques and tools of the discipline. Objectives: - Understand the complete ecosystem of Digital Marketing - Develop the best strategies to achieve the objectives - Identify the main tools to execute the actions that these strategies contemplate - Learn to monitor or control to take corrective actions

UNIT-2 SOCIAL MEDIA STRATEGIES:

In this course, you will be able to acquire the knowledge and initial criteria to create the objectives, strategies and tactics for social networks of your digital marketing plan. You will know in detail the codes and techniques of Facebook, Twitter, Instagram and LinkedIn; including content strategies, ads and statistics.

UNIT-3 DIGITAL ADVERTISING WITH GOOGLE ADWORDS:

In this Google Adwords course, you will learn about the fundamental concepts and advanced techniques of advertising on Google. With these, you will be able to correctly create, publish and optimize campaigns to promote the brands, products or services you want in one of the most powerful advertising tools in the world. The course delves into both the Search network and the Display network, detailing its theoretical and practical aspects from the tool itself.

UNIT-4 PROGRAMMATIC MEDIA BUYING: REAL-TIME ONLINE ADVERTISING:

Programmatic buying was born as a trend a few years ago and today it is the heart of digital strategies, both for Display and Video. It has caused a disruption in digital planning, leaving traditional media in the background and giving prominence to audiences. Focused on the use of data, programmatic buying is the key to maximizing results.

The Programmatic Media Purchase makes it possible to access in real time an impression of an advertisement on the Internet that is about to be shown, integrate the information available about the user who will see it and the website on which it will appear, and take in the same moment the decision to buy or not that print. The Programmatic Media Buying course will allow the student to identify the ecosystem and buying models, their operation, advantages and disadvantages, platforms, metrics and strategies.

UNIT-5 FINAL PROJECT - SPECIALIZED PROGRAM IN DIGITAL MARKETING:

Week 1) You will define the strategies, objectives and tactics of Relationship Marketing and how this is linked to the corresponding Digital Marketing ecosystem.

Week 2) A content strategy based on the codes of 3 Social Networks that you choose.

Week 3) You will design an example Google Adwords campaign, defining which network is most suitable for your advertising objectives and with what segmentations. You will also need to design ads according to recommended best practices.

Week 4) You will design an example campaign in Programmatic Buying focusing on the audiences that you would buy (1st party, 2nd party and 3rd party) and the retargeting strategies that you would apply to maximize the results of the campaign.

References Books:

1. Sebastian Camiser Master in Strategic Management and Innovation Management
Faculty of Communication
2. Francisco Albarello Phd. in Communication Faculty of Communication
3. PabloCrocí Bachelor of Arts - Journalism Faculty of Communication
4. PabloGrimoldi Degree in Social Communication Faculty of Communication

