Marketing and Digital Communities

Proposal of optional subjects for the academic year 2022-2023

ATTENTION: "Remember students must accumulate 20 ECTS of optional subjects"

Subject 1: Principles of Marketing

Code	Subject name	Lecturer	Year	ECTS	Group	Morning	Afternoon	Quarter
5060	Introduction to Neuromarking and Neuroeconomics	Jordi Bernal	3rd	6	5		x	1
1175	Research methods for companies and entrepreneurs	Rafael Ventura	3rd	6	51		x	1
5063	Graphic design and photo retouching	Zahaira González	4th	6	5		x	2
1175	Research methods for companies and entrepreneurs	Rafael Ventura	4th	6	52		x	2
5064	Retail Marketing	Ester Hidalgo	4th	4	5		x	3
5225	Industrial marketing: B2B	Jordi Senespleda	4th	4	5		x	3

Subject 2: Digital Communities and Applied Marketing

Code	Subject name	Lecturer	Year	ECTS	Group	Morning	Afternoon	Quarter
5065	Branded Content	Anna Llacher	3rd	6	5		x	1
5333	Growth Hacking	Jaume Ribó	3rd	6	5		x	1
5110	Professional digital marketing tools	Elisabeth Guillén	4th	6	5		x	2
5062	Sensory marketing	Sandra Iruela	4th	4	5		x	3
5066	SoLoMo. Strategies in mobility, proximity and geolocation	Jordi Oller	4th	4	5		x	3
5067	Google Analytics	Ignasi Prat	4th	4	5		x	3
5224	Customer acquisition strategies for eCommerce	Bruno Gabarrón	4th	4	5		x	3

In addition to the optional subjects indicated here, you can also consult and choose from the list of other subjects offered in the degrees of Business Administration and Innovation Management, Tourism and Leisure Management, and Logistics and Maritime Business.

You can see the schedule here: https://www.tecnocampus.cat/ca/horaris#escset

Subject 1. Principles of Ma

Code	Subject	Objectives	Contents
5060	Introduction to Neuromarking and Neuroeconomics	- Get the student to understand the fundamentals of neuroeconomics and neuromarketing. - Understand the scientific nature of the Neuromarketing work methodology. - Get to propose and carry out simple experiments to evaluate the rational / non-rational consumption decision making in different areas. - Understand the external and internal factors that influence decision-making, particularly purchasing decisions.	- The cientific method - Historical background - The brain - Toolbox: objective measurement systems - Senses and Perception - Attention and awareness - Emotions and feelings - Learning and Memory - Decision Making: wish, like, decide - Pathological consumption habits - Neurosegmentation. The gender effect - Models of experimental work - Masterclass (Invited experts) - Experimental Model Development (by groups)
1175	Research methods for companies and entrepreneurs	This course is intended to be the advanced continuation of Market Research, offering theoretical and practical knowledge of qualitative and quantitative research techniques. In this sense, the course has a double objective: (i) to deepen the design of the different methods and their implementation, and (ii) to work on the data analysis techniques associated with the different methods. The course also has a secondary objective to deepen on the presentation of results and reports, as the way of presenting the data becomes key to communicate the research findings.	1. Research in the social sciences: The scientific method 2. Quantitative Research 2.1. Quantitative Descriptive Research 2.2. Quantitative Experimental Research 2.3. Quantitative data analysis 3. Qualitative Research 3.1. Characteristics, design and sampling 3.2. Interview 3.3. Focus groups 3.4. Qualitative Observational Method 3.5. Qualitative data analysis 4. Methodological pluralism and mixed multi-method designs 5. Presentation of results 5.1. Graphical results 5.2. Reports

5063	Graphic design and photo retouching	- Place the discipline of graphic design in the historical context.
		- Going beyond the fundamentals and basic concepts of graphic design.
		- Get additional knowledge of Illustrator and Photoshop.
		- Being able to understand, manage and communicate the keys of a graphic design project.
			- Introduction to the history of graphic design; relevance, link and function of this discipline in different historical and cultural contexts.
			- Fundamentals of graphic design;
			   o Shape, color, texture, composition, …
			- Text and image
			- Documentation and analysis; work methodologies
			- The keys to the process of creating and managing a brand
			   o Brief, Design Thinking, Identity manuals, …
			- Basic knowledge of Illustrator and Photoshop

5064	Retail Marketing	- Get a global vision of the Retail business. - Understand what the shopping experience is and what aspects define it. -Professionally analyze a commercial concept, through a structured visit in store. -Deduce the strategy behind a commercial concept: Target, Positioning, Purchase process. -Extract learning and propose improvements to align strategy and tactics, as a key to differentiation and durability in the market of a Retail badge.	1. WHAT WE CALL RETAIL -The social role of Shopping -Retail Safari 2. THE ECONOMY OF EXPERIENCE Emotional Branding Agents of the experience economy: • The brand • The Shopper • The communication strategy Commercial challenges of the new environment 3. THE SHOPPING EXPERIENCE · Strategic decisions: TARGET- POSITIONING- CUSTOMER JOURNEY Retail Safari Retail Mix: The 7 Ps that define the shopping experience • Product • Services • PVP • Location • Visual Merchandising • Store Marketing Plan • Customer Support
5225	Industrial marketing: B2B	At the end of the course, the participant will have a high level of knowledge of industrial Marketing or B2B, the participant will know perfectly with practical and theoretical examples the importance and key factors of Marketing between companies. Generally, when everyone talks about marketing, they are thinking of B2C Marketing, of final consumers, of people like us, but for a product to be manufactured and marketed to the final consumer, in most cases there must be a commercial relationship between companies, B2B, which is obviously different from B2C. The motivations of a company are very different from our purchase motivations as final consumers.	With the subject of Industrial marketing, it is intended that the student assumes and expands his knowledge and skills of Marketing in the Industrial world and, specifically, the marketing on which commercial relations between companies are based. The marketing departments of companies work and are organized in a different way than companies that work B2C, in this subject we will see it in detail. We will see and understand the importance and weight of sales in the Business Economy, Industrial Marketing with real and practical examples of a CANVAS, we will see the differences between B2B, B2C and H2H, we will carry out the Marketing Plan in an Industrial company, We will talk about internal and external strategies, the requirements of the industrial client, how to be the ideal supplier, the strategy of the industrial product, the value of the product and how to set the price beyond the manufacturing costs. In short, when the course ends we are prepared to be able to join a marketing department of an industrial company with full knowledge and preparation.

Subject 2. Digital Commun

Código	Asignatura	Objetivos	Contenido
5065	Branded Content	The student will learn the steps that must be followed to assume the change of the communicative model based on placing the consumer, in an immersive way, at the center of the strategies and the brands at the center of the stories. The Branded Content will be the transversal concept of the entire subject, the reason and the excuse to speak about creativity, digital marketing, social networks, storytelling and audiovisual production.	TOPIC 1: DIGITAL CREATIVE STRATEGY FOR PROJECTS: STORYTELLING AND BRANDED CONTENT - We create a WhatsApp group? The context. - I only know that I know nothing. - What's new? The ingredients. - Attraction turn and fly. The recipes. - Who is "hitting" it? Model cases. TOPIC 2: APPLICATION, TACTICS AND STRATEGY OF DIGITAL TOOLS FOR BRANDED CONTENT PROJECTS - Inbound Marketing: Content design, dissemination strategy and key metrics. - Content distribution through Email marketing. - The content to the new tools and networks: SNAPCHAT and Periscope. - From the advertisement in the conversion: circuit design. - Brand and content monitoring. - Youtube, the social network and the new Medium. ITEM 3: "TELL ME A STORY": STORYTELLING AND BRANDED CONTENT - Hard to peel. - From demographic to attitudinal. - Storytelling. - Branded Content: #MomentoAfortunado. - Branded Content transmedia narrative. TOPIC 4: THE PRODUCTION OF THE BRANDED CONTENT - Pre-production: Made in Hollywood origins, the producer's trade. - Production: creativity and profitability, shooting plan, production design, budget. - Post-production and audience development. - Current market: new opportunities and collaborative production.
5333	Growth Hacking	Growth Hacking is called the future of marketing that is based on the next growth opportunities based on experiments and data through product optimization. You use reference and hold by doing little experiments and seeing which directions work best and show the greatest potential. Today companies like TikTok or Uber have their "growth managers" hackers, definitely Growth Hacking, who have technical skills such as programming and automation tools. In conclusion, Growth Hacking is involved in the product, since it has to pay attention to the retention of active clients. The most important objectives are: the ability to program, design and manage data.	1. Definition of Growth Hacking. 2. Practical examples of what Growth Hacking can achieve in the different social networks. 3. Growth Hacking and Search Engine Marketing. 4. Growth Hacking and its content. 5. Growth Hacking versus traditional marketing. 6. Why is Growth Hacking effective for startups? 7. The growth of integration of Growth Hacking today. 8. Conclusions.

5110	Professional digital marketing tools	The main objective of this elective is for students to learn about professional marketing tools, as well as how they work through the use of tools in the classroom. The elective is designed to be eminently practical, but always reasoning why we use one tool or another. Specific objectives: - Know how to take advantage of the main digital tools for the development of a digital marketing strategy. - Know how the main digital marketing tools work through practical learning. - Discover the power of digital tools in the marketing strategy of any company. - Know how to analyze and manage the information provided by the tools to make the best decisions. - Know the different tools and know how to choose the one that best suits the needs of the business.	Topic 1: Social Networking Tools Topic 2: Web Analytics Tools Topic 3: SEO and SEM tools Topic 4: Analysis tools and competition Topic 5: Inboud Marketing Tools Topic 6: Management and productivity tools.
5062	Sensory marketing	At the end of this course the participant will know the importance and the key role of sensory aspects in their marketing strategy, how to identify them and how to act with them. In addition, he will add the technical part of this fascinating subject, especially linked to the world of fragrances, on how to have guidelines for the application of odotypes and olfactory marketing campaigns.	The sensory marketing subject is intended for the student to assume and expand their capacities and abilities in the sensory world and, specifically, in the world of fragrances in general applied to olfactory and scent marketing. Methodologies will be studied to speak with more coherence of the olfactory sense with a more complete language adapted to the needs of the end customer to extrapolate the values of a brand in a smell. We will study these methodologies from other senses and through the recognition of raw materials to develop the olfactory system, but above all to have a broader vocabulary to be able to address the end customer. Intellectual skills of the 5 senses will be acquired that can be applied in multiple functions of the sensory marketing area in order to design campaigns and marketing strategies consistent with the type of customer in a manner consistent with their brand image and improve the customer's shopping experience. consumer.
5066	SoLoMo. Strategies in mobility, proximity and geolocation	Recognize the growing role of social consumption in consumer purchasing decisions. Identify the main technologies and applications that facilitate geolocation and its interaction with social networks in the purchase process. Identify the bases to develop entrepreneurial projects based on SoLoMo Marketing Strategies.	- The application of social networks and digital communities as a sales conversion mechanism. - The development of Mobile Apps and Web Applications applied to local sales, taking advantage of The potential of The internet. - Understanding The behavior of The multiscreen and multichannel consumer as a way to achieve greater conversion in sales. Each of The topics will be exemplified with practical cases and successful results in The application of these techniques as well as The use of The most widely used Applications on the market.

5067	Google Analytics	- Understand the role of web analytics within the company. - Being able to measure and analyze the parameters and behavior of users on a web page. - Have the ability to communicate actionable recommendations on these parameters to improve the performance of the website.	• Introduction to web analytics and the web analyst. • Google Analytics I: Strategy, objectives and basic metrics • Google Analytics II: Webmaster Tools, Adwords and segments. • Google Analytics III: Web Analytics for SEO and Social Media • Conversion Rate Optimization (CRO) • Reports and reporting. Excelso & Dashboards for web analytics
5224	Customer acquisition strategies for eCommerce	Teach students to establish a paid media plan and execute it, addressing the strategic, operational and analytical levels. Strategic: obtain relevant information about the company, the products and/or services they offer, the customers they target and the channels where they can be found. In addition to defining a strategy for each of the appropriate channels, taking into account the sales funnel (branding, prospecting, retargeting and upsell / cross sell). Operational: configure and link the different platforms with the web, design the different ads and texts, prepare and activate the campaigns. Analytics: analyze the results obtained in the different channels, creating reports and making the necessary changes to optimize the campaigns.	Topic 1: Company Analysis Theme 2: Who is your customer? Topic 3: Main paid media channels Topic 4: Preparation of the strategy Topic 5: Texts and creativities Topic 6: Channel settings (ad accounts, pixels, conversions, etc.) Topic 7: Preparation of campaigns Topic 8: Analysis and optimization