



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064604 - Marketing Strategies: "Branding" and "Content"		
Year	4º	Credits	4,5 cr ECTS
In-class hours	45 hours	Hours of individual work	68 hours
Thematic Area	Marketing and Commercialization	Course Type	Core Subject

BRIEF COURSE DESCRIPTION

This subject will help students understand digital marketing strategies and its SEO, SEM and SMO Applications. Students will also learn how to launch PPC campaigns through Google Ads and what lead capture and service conversion strategies are. They will also learn how to carry out social media Planning and how to manage branding and internet content. Last but not least, they will learn how to create and manage campaigns on Facebook Ads, and get started into the fascinating world of pay digital marketing on social media.

We will study the most successful cases of tourism digital marketing on social media or PPC. We will also learn how to plan, create and manage SEO campaigns with a view to making a proposal for the optimization of a website.

Students will be introduced to a practical vision of the main marketing project management calculations and planning channels. The skills provided by this subject will enable students to create their first Google Ads or Facebook Ads campaigns and will give them the necessary tools to work in the digital marketing department of a tourist company.

BASIC SKILLS

BS05- Students must develop the necessary learning skills to undertake further studies with a high grade of autonomy.

SPECIFIC SKILLS

SS10- Market tourism products, services, and projects.



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.