

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	INTERNET AS A NEW SCENARIO FOR INTERACTION		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	7646
Teaching period:	Sixth semester		
Area:	Operational Marketing		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

Estudiar un grado en Marketing conociendo las estrategias en Web, cómo ha evolucionado hasta convertirse en escenario de relación donde nos comunicamos personas y marcas. De ahí, la gran importancia de esta asignatura "Internet como nuevo medio de relación", para conocer en detalle qué aporta el medio digital a una estrategia empresarial, qué Kpi's medir, cuadros de mando para la ejecución y el control de la estrategia y cómo utilizarlos. Estudiamos herramientas de ANALYTICS, INFORMES, datos y cómo diseñar a partir de su recopilación una estrategia de Marketing general.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

An ability to accomplish goals and solve problems, showing an ability to adapt to and make decisions in all manner of business management situations.

To understand marketing and enterprise as a service for the people within a company and society in general.

Specific skills

To read, analyse and easily interpret graphs, tables and texts to make suitable forecasts on demand and sales.

To be able to lead teams in line with the basic principles of ethics, social responsibility and justice, generating synergies between the motivation of employees, the service provided to society and the improvement of sales.

To be able to put knowledge into practice.

To be able to design and manage projects.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours