Course Outline and Syllabus

Course data

Name of course: Computational Marketing

Academic year: 2014-15
Year in the Program: 3rd and 4th
Trimester: 3rd

Degree: IBE/ADE/ECO
Course code: 22960
Number of ECTS credits: 5
Hours of dedication: 125

Language of instruction: English

Professor: Dr. Carlos Gonzalo Penela

Presentation

Internet technology and marketing has become pervasive essential for almost all businesses. One critical new aspect of business that has emerged over the last ten years is digital marketing where large amounts of web information on customers is used as input to make decisions (pricing, targeting, advertisement choice etc.).

In this class you will learn (i) how a Search Engine works, Google tools and Web data analysis (ii) tools and techniques for marketing a web business (iii) social and search marketing (iv) e-commerce technologies.

COURSE CONTENTS
- Search Engine Optimization
- Web Analytics
- Search Engine Marketing
- Social Media Marketing
- Email - Marketing
- Automation Marketing
- Big Data Marketing

We study Google algorithms, Web Analytics and digital marketing KPI analysis. Students are expected to have a basic knowledge of Search Engines (Google), Social Media (Facebook, Twitter) and content marketing.

Course Organization

The course duration is 10 weeks. The course is divided into theory lectures (or classes) and seminars. There are two (theory) classes per week, each lasts for 80 minutes. In addition, there are 6 seminars, each lasts for 80 minutes.

The seminars are dedicated to homeworks and independent study and research. Students are expected to research a topic assigned to them and to make a presentation during the seminar hours.

Course Skills
General Skills

Instrumentals

1. Ability to analyze and synthesize

2. Ability to organize and plan

3. General basic mathematical knowledge

4. Problem solving

5. Written and spoken capabilities

Interpersonal

6. Criticism

Systemic

7. Research abilities

8. Learning capacities

9. Autonomous work

10. Ability to generate new ideas (creativity)

Other

11. Written and oral communication abilities using a specialized language (online marketing).

Specific Skills
1. Google set tools & Social Media Software.

2.   Knowledge of basic tools in web analysis and their applications to content marketing and business.

3.   Webmaster skills: web site creation and analysis.

Evaluation

The grading is based on the following components.

Final Exam: 40%

The final exam will take place at the end of the quarter and will last for two hours. The exam will cover all the material discussed and taught in class and in the seminars, as well as the recommended reading and the problem sets. It will cover both theoretical and practical aspects of the material. It counts 40% of the final grade. The date of the final exam is on June 17th 2015.

A necessary, but not sufficient condition, to pass the course, is that students must have a score on the final exam of at least 4 out of the total 10.

Continuous Evaluation: 60%

This part of the grade will be based on the evaluation of all the activities that will take place during the quarter: case studies, participation in the seminars, and at least one presentation based on individual study.

The grading of the specific components is:

1.   Mid-term quiz. **20%**.

2.   Presentations: **25%**. Groups of three students are expected to make a short presentation (30 minutes) based on individual study and research. The presentations will start in the 2nd or 3rd seminar and there will be two to three presentations during each seminar class. The topics will be assigned by the instructors.

3.   Homeworks: **15%**

Final Grade: The final grade that will enter your official record is a score from 0-10 (fractional values allowed). This grade will be given as follows: The total based on the Final Exam and Continuous evaluation will be calculated as a weighted average with the weights as described above. Top 1 to 2% will get a Matricula d' Honor. At most 10% will get an Excelente.

Make-up final Exam: If you get a final grade below 5.0, it is considered a fail and you have to take a make-up exam. In the make-up exam the grade will be calculated in the following manner. The make-up exam final grade will count for 80%. The other 20% will be based on your class performance. The date of the make-up exam will be posted on Aula Global and is either on 8th or 10th July 2015.

References

Text book

There are no required textbooks. Class notes and handouts are sufficient.

Methodology

Students are supposed to do the following weekly assignments:

- Attending the (theoretical) classes
- Individual study: solving and reviewing case studies and reviewing the material taught in the class.
- During the seminars: answering the problem sets questions.
- Attending the seminars and handing in the assigned problem sets.

CLASS RULES

1. No plagiarism, cheating or copying will be tolerated. If detected, the grades of all involved parties may be reduced down to Fail and reported to the Dean's office.

2. You are expected to be punctual.

Office Hours

Carlos Gonzalo Penela (carlos.gonzalo@upf.edu)

Office hours: will be announced in class