Universidad del Desarrollo
Facultad de Economía y Negocios
Ingeniería Comercial

PROGRAMAS DE ASIGNATURA
MARKETING DIGITAL
Dictado en Inglés

Misión Facultad de Economía y Negocios

"La misión de la Facultad de Economía y Negocios es formar profesionales de excelencia en el campo de la administración, la economía, el emprendimiento y la innovación, que se distingan por su capacidad en la creación de nuevos negocios, su integridad y compromiso con el desarrollo del país."

A. Antecedentes Generales

1. **Unidad Académica**	FACULTAD DE ECONOMÍA Y NEGOCIOS						
2. **Carrera**	INGENIERÍA COMERCIAL						
3. **Código del ramo**	EEL473						
4. **Ubicación en la malla**	V año, 1st semestre						
5. **Créditos**	10						
6. **Tipo de asignatura**	Obligatorio		Electivo		Optativo	**X**	
7. **Duración**	Bimestral		Semestral	X	Anual		
8. **Módulos semanales**	Clases Teóricas	2	Clases Prácticas		Ayudantía	0	
9. **Horas académicas**	Clases	68			Ayudantía	None	
10. **Pre-requisito**	Marketing III						

Perfil de Egreso del Ingeniero Comercial de la Universidad del Desarrollo

"El Ingeniero Comercial de la Universidad del Desarrollo es un profesional formado en el campo de la administración, capaz de comprender la evolución de la economía nacional y mundial, y capaz de realizar en forma exitosa funciones de gestión y creación de negocios. Se caracteriza por su capacidad emprendedora, liderazgo y trabajo en equipo, comprometido con el desarrollo del país, actuando con rectitud en su quehacer académico y profesional, y preparado para enfrentar el mundo del trabajo"

B. Aporte al Perfil de Egreso

"To learn how to develop and manage digital marketing tools in today's fast evolving world."

Digital marketing and its tools are crucial in today's world due to their ability to connect businesses with their audiences effectively in a fast-paced, tech-driven society. Some key reasons are:

1. **Global Reach**: Unlike traditional marketing, digital marketing breaks geographical boundaries, allowing businesses to reach global audiences through platforms like social media, websites, and search engines.
2. **Cost-Effective**: Digital marketing often provides a better return on investment compared to traditional methods like print or TV ads, especially for small businesses with limited budgets.
3. **Targeted Advertising**: Advanced tools let marketers segment their audiences based on demographics, interests, and behavior, ensuring tailored messages reach the right people at the right time.
4. **Measurable Results**: With analytics, marketers can track the performance of campaigns in real-time, adjust strategies, and optimize for better results.
5. **Interactive Engagement**: Channels like social media, email, and live chats allow businesses to build stronger relationships through direct interaction with their audience.
6. **Keeping Up with Trends**: With most consumers spending a significant amount of time online, businesses need to maintain a digital presence to remain competitive and relevant

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C. Competencias y Resultados de Aprendizaje que desarrolla la asignatura.

Competencias Genéricas	Resultados de Aprendizaje Generales
Entrepreneurship, Autonomy, Ethics	Ability to perform critical analysis and manage different digital tools and develop strategies for identifying, segmenting, targeting and communicating through digital means
Competencias Específicas	
Integration and Application of Knowledge, Detection of Business Opportunities, Management Capacity	Planning, execution, and use of digital plans, including Customer Journey and the appropriate KPI's. Evaluation of the business opportunities through digital means. Familiarize with digital communication players.

D. Unidades de Contenidos y Resultados de Aprendizaje

Unidades de Contenidos	Competencia	Resultados de Aprendizaje
Unit I: Introduction. Escenario digital Estrategia Digital - Plan de accion	Analytical Vision.	Digital Marketing Recognition and Main Components Recognize the importance of the strategy prior to the implementation of the Mktg Digital plan and be able to execute it.

Unit II: Knowing and identifying the client.
    Traditional segmentation vs Buyer persona
    Customer Journey
	Detection of Business Opportunities.	Identification of the main sources of traffic (awareness, consideration, conversion). Knowledge and subsequent implementation of customer archetypes.

Unit III: Digital funnel
    Stages
    Tools to implement
    CRM
    Loyalty tools
	Strategic Vision.	Identification and "hands-on" learning of available software packages.

Unit IV: Tools
    Email marketing
    Google Analytics
    SEM-SEO
    Social Networks
    Omnichanneling
	Efficiency	Top uses of email marketing and personalization
		Main uses of Google Analytics. Differentiation of SEM and SEO. Identification of main tools for better positioning, making use of them Comparison of the main social networks and use of the different formats.

Unit V: Developing a digital Marketing Plan Determination of objectives Measurement tools Putting it all together The future	Realization of Business Opportunities.	Determination of SMART/E-commerce objectives. Trends, new resources.

E. Estrategias de Enseñanza

The teaching methodology is based on theoretical presentations and analysis of practical examples encouraging participation in classes. The student will analyze problems where he/she will be able to apply the knowledge acquired and will face practical problems. In addition, students must deliver weekly presentations to the class of a topic related with digital marketing, applying the tools learned in classes. The concepts delivered will be supported by readings of the Base Text and readings of supplementary articles.

The course is structured around the following techniques:
1. Expository methodology.
2. Analysis and discussion of cases with role playing.
3. Individual and group presentations.
4. Individual analysis of current news.
5. Reading of mandatory and complementary bibliographic and online material.

F. Estrategias de Evaluación

To evaluate the achievement of the learning objectives and the development of the competences of the course, the following evaluations and activities are contemplated, together with their corresponding percentages.

Evaluaciones	% final grade
Certamen 1	20%
Certamen 2	20%
Indiv. and Group Assignments	15%
Semester Group Presentations	15%
Exam	30%
TOTAL	**100%**

Requisito de asistencia:
To assist to a minimum of 60% of the sessions.