

DMK 101

DIGITAL MARKETING

COURSE OBJECTIVES

This course aims to provide students with knowledge and skills associated with the principles of digital marketing and its application in the international business context. Using Barcelona as an example, students will become familiar with marketing-related processes, such as business marketing strategy development, brand building, consumer engagement, and competition at both local and international levels. Main emphasis will be placed into the cultural aspects of Barcelona, its Catalan identity, business and economic situation, and its global appeal.

Principles of digital marketing will be applied in practice, by visiting local businesses, working together on projects, and using other forms of experiential learning. Students will use the ideas learned during lectures and workshops to develop a marketing campaign for a fictitious company operating in Barcelona. This will include the analysis of local competitors and the market, brand building and positioning, customer journey mapping, and creating the company's website, social media content, and marketing campaign, with the help of digital technologies.

COURSE STRUCTURE

This course will involve lecture sessions, discussions, workshops, group projects, and experiential learning activities in the city of Barcelona. Working in groups, students will create a digital marketing campaign for a fictitious company in Barcelona, applying tools and concepts presented in class. The project will be broken down into three milestones, with each assignment building from the prior ones, and then refined into a final campaign project with a pitch presentation. The course will have two local company visits where students get the chance to see how digital marketing is practiced in a real-life business organization.

TEXTBOOK

No textbook purchase is required. Students will receive a course pack with materials on the topics to be studied. The course materials are based on the following textbooks, available online:

- Stokes, Rob. eMarketing – The Essential Guide to Online Marketing.
https://saylordotorg.github.io/text_emarketing-the-essential-guide-to-online-marketing/

- Principles of Marketing. Creative Commons Attribution,
https://saylordotorg.github.io/text_principles-of-marketing-v2.0/

BIBLIOGRAPHY

These readings and videos have been selected to support the course assignments. Some of the resources will be assigned by the instructor during the course. Additional material may be provided during class.

Selected Readings:

- HubSpot (2025). How to Run a Competitor Analysis.
<https://blog.hubspot.com/marketing/competitor-analysis-guide>
- Forsey, C (2025). SWOT Analysis: How to Do One. HubSpot.
<https://blog.hubspot.com/marketing/swot-analysis>
- Harvard Business School Online (2025). What is a Customer Journey Map?
<https://online.hbs.edu/blog/post/customer-journey-map>
- Google Search Central (2025). SEO Starter Guide: The Basics.
<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>
- Google Ads: Best Practices for Creating Effective Responsive Search Ads.
<https://support.google.com/google-ads/answer/6167122>
- Google Analytics. Report on Key Events (GA4).
<https://support.google.com/analytics/answer/12571843?hl=en>

Selected Videos:

- HubSpot Academy. Instagram Marketing and Ads Course.
<https://academy.hubspot.com/courses/instagram-marketing>
- HubSpot Academy. Video Marketing Course.
<https://academy.hubspot.com/courses/video-marketing>
- How Google Search Works. <https://www.youtube.com/watch?v=0eKVizvYSUQ>
- Google Ads. Create Effective Search Ads.
<https://www.youtube.com/watch?v=BjXDLv5xFuw>
- La Plage Services. Elevator Pitch and Value Proposition. [Elevator Pitch And Value Proposition](#)

Additional Resources:

- Observatori del Turisme a Barcelona. Barcelona Tourism Activity Report 2024.
<https://observatoriturisme.barcelona/en/documentacio/barcelona-tourism-activity-report-2024/>
- IBM. What is a Customer Journey Map?
<https://www.ibm.com/think/topics/customer-journey-map>

- Miro. Customer Journey Map Templates.
<https://miro.com/templates/customer-journey-maps/>

EVALUATION

1. Scavenger Hunt	10%
2. Engagement and participation	10%
3. Company visit reflections (2 visits)	5%
4. Milestone 1 - Build your Barcelona Brand	15%
5. Milestone 2 - Digital Brand Assets: Bring your Brand to Life	20%
6. Milestone 3 - Launch Strategy & Campaign	15%
7. Final Pitch (Completed Research Project and Presentation)	25%

(*) The grade will be an average of classwork (25%) and the research project (75%).

COURSE TOPICS

	TOPICS/ SCHEDULE ACTIVITIES
Week 1	Digital Marketing Essentials, Branding & Market Analysis. Course introduction and Barcelona digital marketing scavenger hunt. Overview of digital marketing, consumer psychology, brand identity, and value propositions. Students will create a fictitious Barcelona-based company and perform a competitive analysis of three (real) local companies. Then, they will design a perceptual positioning map and perform a SWOT analysis. <i>Company visit 1</i> - Digital marketing/creative agency. Reflection. <u>Submission deadline:</u> Scavenger Hunt and Milestone 1 (July 8).
Week 2	Customer Journey Maps, Social Media and Digital Content Creation. Overview of customer journey maps, how to create a website, social media as a marketing tool, role and use of influencers, and explore AI-assisted content creation. In this week, students will

	<p>interview potential consumers and create a customer journey map, design a single-page website on Strikingly, design an Instagram company profile page with three posts, and make a promotional viral video clip (< 60s), using AI tools.</p> <p><i>Company visit 2</i> - International brand/e-commerce company. Reflection.</p> <p><u>Submission deadline:</u> Milestone 2 - Bring your brand to life (July 15).</p>
Week 3	<p>Digital Advertising, Marketing Analytics & Campaign Development.</p> <p>Basic concepts of Search Engine Optimization (SEO), Pay-per-Click (PPC) advertising, digital marketing platforms, budgeting campaigns, and Key Performance Indicators (KPIs). Students will create a Google-like search ad, analyze keywords, with a set budget for marketing, and measure their campaign performance through KPIs. Students will combine all milestones' work, and refine into a digital marketing strategy. Will present their campaign pitch.</p> <p><u>Submission deadline:</u> Milestone 3, final presentations (pitch)</p>