



Universidad  
de Alcalá

# COURSE GUIDE

## COMMERCIAL COMMUNICATION IN DIGITAL ENVIRONMENT

**Bachelor's Degree in Business  
Administration and Management  
Bachelor's Degree in Economics and  
International Business  
University of Alcalá**

---

**Academic Year 2021/2022**  
Third year – Second Trimester

## COURSE GUIDE

Subject name:	<b>Commercial communication in digital environment</b>
Code:	<b>340083</b>
Part of degree:	<b>Bachelor's Degree in Business Administration and Management Bachelor's Degree in Economics and International Business</b>
Department and Subject Area	<b>Department: Economics and Business Management Research and Teaching Unit: Commercialisation and Market Research</b>
Nature of course:	<b>Optative</b>
ECTS:	<b>6</b>
Degree year and trimester:	<b>Third year - Second Trimester</b>
Teaching staff:	<b>Patricia Durán Álamo (patricia.duran@uah.es)</b>
Teaching Schedule:	<b>To be arranged with the teachers</b>
Language	<b>Spanish / English Friendly</b>

### 1. PRESENTATION

The subject of Commercial Communication in the digital environment is an optional subject that forms part of the basic training credits and is taught in the second year of the Degree in Business Administration and Management.

It is a subject of introduction to commercial communication in the digital and inter-active environment. The objective of the subject is to study and understand commercial communication on the Internet, knowing the sector and new market trends. The student will understand the importance of this environment, what role it has within the Marketing strategy and what its main tools are, such as the use of Social Networks, WebSites, Apps, interactive displays, among others.

The subject is focused on raising in a general way, what elements we must take into account when communicating a brand, product or service on the internet. As well as knowing which agents participate in the different parts of the process and above all, it is an attempt to bring a changing and constantly evolving reality to the students.

On the one hand, this guide is an introduction that tries to transmit to the student a global vision of the subject and its contents. And on the other, to allow the student to

know how the subject will be developed, as well as the evaluation criteria to pass the subject.

## 2. SKILLS TO BE DEVELOPED

General Skills:

1. Develop abilities in researching, analyzing and summarizing information.
2. Gain and strengthen abilities in individual and team work.
3. Improve written and oral communication.
4. Improve analytical and critical abilities.
5. Stimulate and improve oral and written communication

Specific skills:

1. Define the commercial and institutional communication in digital environment.
2. Define communication strategies and their goals.
3. Acknowledge the commercial and institutional communication system in the digital environment in particular and its players.
4. Dig deeper into the process of the internet communication strategy.
5. Acknowledge the key point of digital communication campaign.
6. Know the tools of commercial communication in the digital environment such as social networks, emailing or CRM (databases).
7. Define the role of the different target audiences in digital environments.

## 3. CONTENT

<b>Content blocks</b> (subjects may be specified if deemed necessary)	Total number of classes, credits or hours
Introduction to the subject and initial considerations	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>

<p><b>Subject 1. THE ENVIRONMENT OF DIGITAL COMMUNICATION: origin and structure of the internet.</b></p> <ol style="list-style-type: none"> <li>1. Internet: Origin and creation.</li> <li>2. Evolution.</li> </ol>	<ul style="list-style-type: none"> <li>• 3 hours theory</li> </ul>
<p><b>Subject 2. INTERNET AS A MASS MEDIA:</b></p> <ol style="list-style-type: none"> <li>1. Definition.</li> <li>2. Audiences: Estudio General de Medios y ComScore.</li> <li>3. Advertising on Internet.</li> </ol>	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>
<p><b>Subject 3. INTERNET ESTRUCTURE: Participation, collaboration, opinion and virality.</b></p> <ol style="list-style-type: none"> <li>1. From blogs to RRSS.</li> <li>2. Label platforms.</li> <li>3. Campaign examples.</li> </ol>	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>
<p><b>Subject 4. DIGITAL SPANISH USERS:</b></p> <ol style="list-style-type: none"> <li>1. Definition and key points..</li> <li>2. Data, the new petrol.</li> <li>3. Big Data.</li> <li>4. Big Data applications.</li> </ol>	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>
<p><b>Subject 5. NEW BUSINESS MODEL; IOT AND SHARING ECONOMIES</b></p> <ol style="list-style-type: none"> <li>1. Internet of things.</li> <li>2. Sharing economies.</li> <li>3. Crowdfunding as a new tool.</li> <li>4. Conversational technology.</li> </ol>	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>
<p><b>Subject 6. WEB, SITE, MICROSITE AND LANDING PAGE.</b></p> <ol style="list-style-type: none"> <li>1. Definition and other tools.</li> <li>2. Content structure.</li> <li>3. Planification and strategies.</li> </ol>	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>
<p><b>Subject 7. PUBLICITY IN DIGITAL ENVIRONMENT</b></p> <ol style="list-style-type: none"> <li>1. Digital media as a new opportunity.</li> <li>2. From Banners to Brand Content.</li> <li>3. Branded Content Campaign.</li> </ol>	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>

<p><b>Subject 8. RUNNING ON SEARCH ENGINES: SEO, SEM, GOOGLE ADS</b></p> <ol style="list-style-type: none"> <li>1. Definition and key points.</li> <li>2. How to create a Google Ads Campaign.</li> <li>3. Google Ads Campaign planification.</li> </ol>	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>
<p><b>Subject 9. WEB ANALYTICS AND HOW MEASURE YOUR CAMPAIGN SUCCESS</b></p> <ol style="list-style-type: none"> <li>1. Definition.</li> <li>2. How to measure the successful campaign.</li> </ol>	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>
<p><b>Subject 10. SOCIAL NETWORKS AS A KEY IN COMMUNICATION STRATEGY</b></p> <ol style="list-style-type: none"> <li>1. Social Networks origin.</li> <li>2. Social Networks as a mass media.</li> <li>3. Planification and strategy.</li> <li>4. Community Manager, your Brand voice.</li> </ol>	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>
<p><b>Subject 11. E-MAILING: DATA BASE, AFFILIATE MARKETING, CRM.</b></p> <ol style="list-style-type: none"> <li>1. Definition.</li> <li>2. Characteristics.</li> <li>3. Target and user persona.</li> <li>4. Tools and their impact.</li> </ol>	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>
<p><b>Subject 12. NEW DIGIAL TOOLS: Chatbots, Artificial Intelligence and augmented reality.</b></p> <ol style="list-style-type: none"> <li>1. Mobile Environment.</li> <li>2. Mobile Apps.</li> <li>3. Conversational technology: Smart speakers and virtual assistants.</li> </ol>	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>
<p>Final Considerations</p>	<ul style="list-style-type: none"> <li>• 1,5 hours theory</li> <li>• 1,5 hours practical</li> </ul>

Timetable (Provisional)

Week/Session	Content
01 <sup>a</sup>	Introduction to the subject and initial considerations
02 <sup>a</sup>	<b>Subject 1. THE ENVIRONMENT OF DIGITAL COMMUNICATION; ORIGIN AND STRUCTURE OF THE INTERNET.</b>
03 <sup>a</sup>	<b>Subject 2. INTERNET AS A MASS MEDIA</b>
04 <sup>a</sup>	<b>Subject 3. INTERNET ESTRUCTURE: Participation, collaboration, opinion and virality.</b>
05 <sup>a</sup>	<b>Subject 4. DIGITAL SPANISH USERS.</b>
06 <sup>a</sup>	<b>Subject 5. NEW BUSINESS MODEL; IOT AND SHARING ECONOMIES</b>
07 <sup>a</sup>	<b>Subject 6. WEB, SITE, MICROSITE AND LANDING PAGE.</b>
08 <sup>a</sup>	<b>Subject 7. PUBLICITY IN DIGITAL ENVIRONMENT</b>
09 <sup>a</sup>	<b>Subject 8. RUNNING ON SEARCH ENGINES: SEO, SEM, GOOGLE ADS</b>
10 <sup>a</sup>	<b>Subject 9. WEB ANALYTICS AND HOW MEASURE YOUR CAMPAIGN SUCCESS</b>
11 <sup>a</sup>	<b>Subject 10. SOCIAL NETWORKS AS A KEY IN COMMUNICATION STRATEGY</b>
13 <sup>a</sup>	<b>Subject 11.E-MAILING: DATA BASE, AFFILIATE MARKETING, CRM.</b>
14 <sup>a</sup>	<b>Subject 12. NEW DIGIAL TOOLS: Chatbots, Artificial Intelligence and augmented reality.</b>
15 <sup>a</sup>	Final considerations

#### 4. TEACHING-LEARNING METHODS – COURSEWORK

##### 4.1. Distribution of credits (specified in hours)

<b>Number of contact hours: 48</b>	48 horas <ul style="list-style-type: none"> <li>• Theoretical and practical classes</li> <li>• Exam</li> </ul>
<b>Number of hours of Student's own work: 102</b>	102 hours <ul style="list-style-type: none"> <li>• Individual work, study, completing coursework, exam preparation:</li> </ul>

## 4.2. Method, materials and teaching resources

### Contact hours

The approach of the subject is based on master classes, where the theory set by the program will be exposed. Each part of the theory presented will be supported by real examples with the intention of showing to students the relationship between theory and reality.

The role of the student in lectures is to listen actively, try to understand the arguments and theories discussed, relate the lecture content to their prior knowledge and try to take structured notes of the most important content.

Prior preparation on the part of the student is necessary in order to fully benefit from the lecture. Students will have a basic and essential bibliography on which the subject is based, as well as a complementary bibliography that will provide students with extra knowledge about the subject and the world of commercial and institutional communication.

During the face-to-face sessions, the practices will be carried out with the students, both individual and group. In these sessions, the students will apply the knowledge on the subject exposed in the classes. In addition, students will participate in debates and discussion groups on news, press articles and other topics considered important for the development of the subject and for the enrichment of students.

<p><b>Individual work</b></p>	<p>Students must complete a final project in group. They must document, search and filter the information, and develop a report on the “selected topic”, where they relate the theory presented in class with the reality of the sector.</p>
<p><b>Tutorships</b></p>	<p>Tutorials may be in a group or individual, to be agreed between the students and the teachers.</p>
<p><b>Practical and theoretical tests of knowledge and skills gained</b></p>	<p>The student must interrelate all knowledge gained through classes and lectures, individual and group work and tutorships.</p>

#### 4. Assessment: Procedure, evaluation criteria and grading

The approach of the subject is as follows: the face-to-face classes will be master classes, where the theory set by the program will be exposed. Each part of the theory presented will be supported by real examples with the intention of demonstrating to students the relationship between theory and reality.

Students, for their part, play an important role in these classes, since in addition to attending and relating the theory presented in class, their questions, their concerns about what is explained is a fundamental part of the development of the classes, as well as the contribution from your own examples to complete the theory.

The previous knowledge of the students is necessary for a good development of the classes. Students will have a basic and essential bibliography on which the subject is based, as well as a complementary bibliography that will provide students with extra knowledge about the subject and the world of commercial and institutional communication.

During the face-to-face sessions, the practices will be carried out with the students, both individual and group. In these sessions, the students will apply the knowledge on the subject exposed in the classes. In addition, students will participate in debates and discussion groups on news, press articles and other topics considered important for the development of the subject and for the enrichment of the students.

The students have to show the knowledge acquired during the master classes, the practical exercises, the group work and the tutorials.



The evaluation process for this subject is based on continuous assessment. For students who have been accepted for continuous assessment, their performance will be assessed on their work, knowledge and skills gained and the improvement made to their learning process. Assessment methods:

#### PRACTICAL:

- A) Active participation in theoretical and practical classes. Percentage of grade based on student participation: 10%
- B) Presenting and finding solutions to practical case studies and individual or group work: 50%

#### THEORETICAL:

- C) Passing theoretical test on knowledge and skills gained: 40%

For the approval of the subject, the student must successfully pass the set of tests, understanding that all of them together evaluate the acquisition of all the skills developed.

For those students who do not pass both parts, but have passed one of the two (whether this is the practical or theoretical part), the part that has been passed will be saved, and only the failed part must be retaken during the resit period (June-July). If it is the theoretical part which has been failed, an exam of the relevant course content will be taken. If it is the practical part which has been failed, individual practical exercises must be completed. It is the student's responsibility to request the exercises and work plan from the teacher.

Students who have failed both parts of the subject must take an exam concerning all the course content and complete individual practical exercises, during the resit period (June-July). It is the student's responsibility to request the exercises and work plan from the teacher.

For those students who are not following the continuous assessment procedure, there will be a final evaluation during the academic year's normal exam period. Amongst others, reasons which may admit the student to opt for a final evaluation, notwithstanding that all cases must be approved, include practical work experience, work obligations, family obligations, health reasons and disability. Being a part-time student is not in itself sufficient reason for opting for the final evaluation route. To be accepted for final evaluation, the student must make a written request to the dean during the first two weeks of teaching, explaining why they are unable to follow the continuous assessment system. In the case of those students who for justified reasons are not formally matriculated from the course start date, the assessment period will begin from their enrolment on the course. The dean will consider the circumstances that the student has detailed and will make a formal decision. If after 15 days the student has not received a written reply to his/her request, s/he can assume that it has been accepted.

The final assessment for those students who do not complete the evaluation will be in the form of an exam which covers all of the course content, during the normal exam

period (a mark of 5 out of 10 is required). It will also be necessary to carry out some individual practical exercises, which must be presented and handed on the date that is indicated by the teacher. For these individual practical exercises, the student must first ask the teacher (during the first month started the course), the assigned exercises, special work plan, the date, time and place of the presentation.

To be able to pass the subject, it is necessary to achieve a minimum grade of 5 out of 10 in both the exam and the individual assigned work.

For those students who do not manage to pass both parts, but do pass one of the two (whether this is the exam or the practical part), the part that has been passed will be saved, and only the failed part must be retaken during the resit period (June-July). If it is the theoretical part which has been failed, an exam of the relevant course content will be taken. If it is the practical part which has been failed, individual practical exercises must be completed. It is the student's responsibility to request the exercises and work plan from the teacher.

Students who have failed both parts of the subject must take an exam concerning all the course content and complete individual practical exercises, during the resit period (June-July). It is the student's responsibility to request the exercises and work plan from the teacher.

According to the Regulations Learning Assessment approved by the Governing Council of the UAH, detection of fraudulent practice in any assessment test will be graded with suspense (0).

Likewise, the warning of signs of plagiarism in any of the works or activities proposed to the students will be graded with suspense (0).

## 6. READING LIST

### Core Reading list:

- Joyanes Aguilar, Luis (2017). *Industria 4.0 La cuarta revolución Industrial*. Marcombo. México.
- Moreno, Manuel (2018). *La enciclopedia del Community Manager*. Grupo Planeta. Barcelona.
- Muñoz, Gemma y Elósegui, Tristán (2015). *Marketing Analytics: Cómo definir y medir una estrategia online*. Editorial Anaya. Madrid.

### Complementary Reading list:

- Avinash Kaushik (2007). *Web Analytics 2.0*. Editorial Sybex.

- *Dircom e IE (2017). Comunicación comercial. Casos prácticos en gestión de la reputación. Pearson. Madrid.*
- *Galloway, Scot (2018). El ADN secreto de Amazon, Apple, Facebook y Google. Penguin Random House Grupo Editorial. Barcelona.*
- *Maciá Domene, Fernando (2015). SEO, Técnicas Avanzadas; las claves para ser los primeros. Editorial Anaya. Madrid.*
- *Ordozgoiti, R., & de la Rica, R. O. (2010). Publicidad online: Las claves del éxito en internet. ESIC Editorial. Madrid.*
- *Stone N. Adam (2015) Unbrandable: How to Succeed in the New Brand Space. Thames and Hudson. London.*

#### **Complementary Webgraphy list:**

- *40 de fiebre (2008) Recuperado de: <http://www.40defiebre.com/>*
- *Chatbots Life (2016) Recuperado de: <https://chatbotslife.com/>*
- *Deloitte (2018). Chatbots Point of view. Recuperado de: <https://www2.deloitte.com/content/dam/Deloitte/nl/Documents/deloitte-analytics/deloitte-nl-chatbots-moving-beyond-the-hype.pdf>*
- *Goasduff, Laurance (2019) Chatbots Will Appeal to Modern Workers. Gartner. Recuperado de: <https://www.gartner.com/smarterwithgartner/chatbots-will-appeal-to-modern-workers/>*
- *IAB Spain (2001) Recuperado de: <https://iabspain.es/>*
- *Planeta Chatbot (2017). Recuperado de: <https://planetachatbot.com/>*
- *Social Media (2009) Recuperado de: <http://www.socialmediaexaminer.com/>*
- *Tristán Elosegui (2009) Recuperado de: <http://tristanelosegui.com/>*

## **7. NOTA INFORMATIVA**

The University of Alcalá guarantees its students that, if due to health requirements the competent authorities prevent the total or partial presence of the teaching activity, the teaching plans would achieve their objectives through a teaching-learning and evaluation methodology in online format, which It would return to the face-to-face mode as soon as said impediments ceased.

## Respeto de los ODS



En la enseñanza de esta materia se seguirán los Objetivos de Desarrollo Sostenible contenidos en la Agenda 2030 de las Naciones Unidas. En especial, se hará hincapié en la reducción de las desigualdades, la acción por el clima y la protección de la vida y de los ecosistemas terrestres y marinos. En lo que toca a la gestión empresarial, se incidirá en la oferta de trabajo decente, la consecución de metas de producción y consumo responsables y el uso de energía renovable y no contaminante.

<https://www.un.org/sustainabledevelopment/es/objetivos-de-desarrollo-sostenible/>