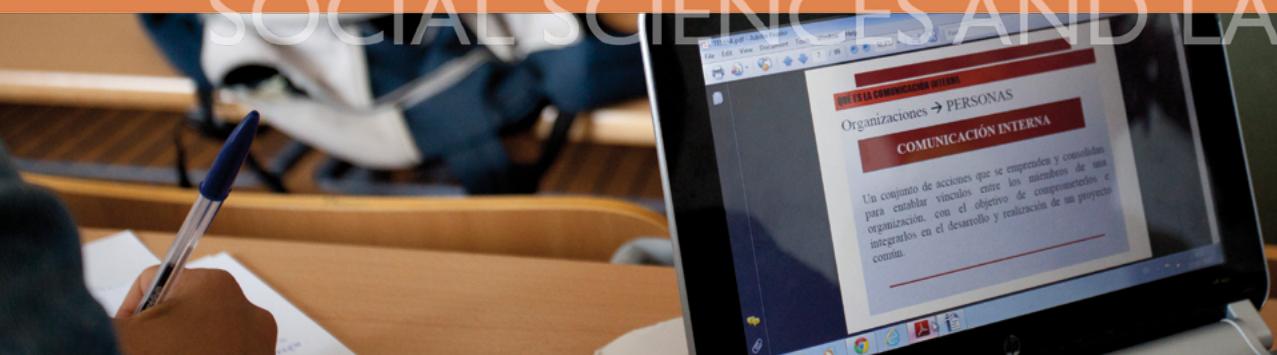


SOCIAL SCIENCES AND LAW



Master in Digital and Social Marketing Management

Description

This University Master train students in useful techniques for the planning and management of digital marketing strategies, applied to both businesses (especially SMEs) and non-profit organisations. The contents cover aspects such as Internet business, market research, web statistics and analysis, strategic marketing, the creation of Internet brands, reputation, Internet presence and conversion improvement, viral marketing, mobile marketing, blended marketing, social network strategies and management, Internet advertising, E-commerce, digital marketing for non-profit organisations and SEO, among others.

Access profile

Preferentially, degrees in Marketing and Market Research, Advertising and Public Relations. Other qualifications: Degree in Business Management and Administration, Tourism, Public Administration and Management, Sociology, Law and Higher Degrees in Advertising and Public Relations and in Business Management and Administration.

Professional opportunities

Marketing director, media manager, social media & content manager, expert in digital communication and marketing, brand/product manager, ONG/ONL digital content consultant, digital market analyst, expert in web SEO positioning or digital marketing and 2.0 project manager.

Address and contact details

Facultad de CC. Sociales y de la Comunicación. Avda. de la Universidad s/n, 11402 Jerez de la Frontera

Tlf: (0034) 956 037 100 / 956 037 817

master.marketing-digital@uca.es

<http://ccsociales.uca.es/master/master-universitario-en-direccion-de-marketing-digital-y-social>

<http://posgrado.uca.es/master/marketing>

Objective

Train students who enrol to dominate useful techniques for the planning and management of digital marketing strategies, applied to both businesses (especially SMEs) and non-profit organisations. The contents cover aspects such as digital marketing, viral marketing, mobile marketing, blended marketing, social networks, SEM, SEO, among others.

Módulo común obligatorio (1º semestre)

Materia	Asignatura	Créd.
Tendencias en innovación y TIC	Creación y dirección de empresas en entornos digitales	2,5
	Instrumentos de marketing y comunicación digital	2,5
Informática avanzada	Herramientas informáticas para el marketing digital	5
Estrategias para el cambio social	Tendencias, procesos y problemas sociales en la sociedad del siglo XXI	2,5
	Aplicaciones de marketing social	2,5

Módulo específico obligatorio (2º semestre)

Materia	Asignatura	Créd.
Aplicaciones de marketing digital en la empresa	Estrategias de marketing digital en la empresa	10
Aplicaciones de comunicación digital en la empresa	Comunicación digital	5
Aplicaciones de marketing digital en ONL	Estrategias de marketing digital en las ONL	7,5
Aplicaciones de comunicación digital en ONL	Comunicación digital para ONL	2,5

Módulo de aplicación

1º semestre

Materia	Asignatura	Créd.
Metodología investigadora	Métodos científicos y técnicas cualitativas	4
	Técnicas cuantitativas	4

2º semestre

Materia	Créd.
Trabajo Fin de Máster	12

Total Créditos: 60 (cada crédito equivale a 25 horas de trabajo del alumno).