

Official Master's of the University of Cadiz (R.D.1393/2007)

1363 – MASTER'S DEGREE IN DIGITAL AND SOCIAL MARKETING MANAGEMENT

The Master intends to train students to master useful techniques for Planning and Management of Digital Marketing Strategies for companies (especially SMEs) and non-profit organisations. The contents address digital, mobile, blended, social media Marketing, SEM, and SEO, among others.

COMMON MODULE COMPULSORY

CODE	SUBJECTS	COURSE	CREDITS	SEMESTER
1363001	TRENDS IN INNOVATION AND ICT	BUSINESS CREATION AND MANAGEMENT IN DIGITAL ENVIRONMENTS	2.5	1
1363002		DIGITAL MARKETING AND COMMUNICATION TOOLS	2.5	
1363003	ADVANCED COMPUTING	IT TOOLS FOR DIGITAL MARKETING	5	1
1363004	STRATEGIES FOR SOCIAL CHANGE	TRENDS, PROCESSES AND SOCIAL PROBLEMS IN 21 ST CENTURY SOCIETY	2.5	1
1363005		SOCIAL MARKETING APPLICATIONS	2.5	1

SPECIFIC MODULE COMPULSORY

CODE	SUBJECT	COURSE	CREDITS	SEMESTER
1363101	DIGITAL MARKETING APPLICATIONS IN COMPANIES	DIGITAL MARKETING STRATEGIES IN COMPANIES	10	2
1363102	DIGITAL COMMUNICATION APPLICATIONS IN COMPANIES	DIGITAL COMMUNICATION	5	2
1363103	DIGITAL MARKETING APPLICATIONS IN NPOs	DIGITAL MARKETING STRATEGIES IN NPOs	7.5	2
1363104	DIGITAL COMMUNICATION APPLICATIONS IN NPOs	DIGITAL COMMUNICATION FOR NPOs	2.5	2

APPLICATION MODULE

CODE	SUBJECT	COURSE	CREDITS	SEMESTER
1363901	RESEARCH METHODOLOGY	SCIENTIFIC METHODS AND QUALITATIVE TECHNIQUES	4	1
1363902		QUANTATIVE TECHNIQUES	4	
1363903	MASTER'S THESIS		12	2

TOTAL: 60 CREDITS

UNIVERSITY MASTER'S DEGREE IN DIGITAL AND SOCIAL MARKETING MANAGEMENT

Each credit is equivalent to 25 hours of student work