



Course Information					
Code:	<b>MAR65006</b>	Course:	<b>E-MARKETING FOR BUSINESS</b>		
Coordination Area / Program:	<b>FAC. CC.EE. MARKETING</b>				Mode: <b>Presencial</b>
Credits: <b>04</b>	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: <b>128</b>
	H.Teoria	36	0	36	
	H.Práctica	56	0	56	
	H.Laboratorio	0	0	0	
Period: <b>2024-01</b>	Start date and end of period: <b>del 20/03/2024 al 09/07/2024</b>				
Career: <b>ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - DERECHO - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA AMBIENTAL - INGENIERÍA CIVIL - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA MECATRÓNICA - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA - RELACIONES INTERNACIONALES</b>					

Course Pre-requisites		
Code	Course - Credits	Career
	> 180 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - DERECHO - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA AMBIENTAL - INGENIERÍA CIVIL - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA MECATRÓNICA - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA - RELACIONES INTERNACIONALES
FC-MKT DISDIGMKT01	DISEÑO DIGITAL I	MARKETING
FC-MKT PUBLPROM	PUBLICIDAD Y PROMOCIÓN	MARKETING
FC- P-MKT MARKETIN	MARKETING	ARQUITECTURA - ARTE Y DIS. EMP. - PSICOLOGIA
FC-MKT MARKETIN	MARKETING	GEST. AMBIENTAL EMP. - MUSICA - ING AGROIND - GEST-INNOV-GASTRON - ECO. NEG. INT. - ARTE CULINARIO - ING. INDUSTRIAS ALIM. - ADM&FINCORP - ECONOMIA - ING. INDUSTRIAL Y C. - ARQUITECTURA - DERECHO - ECO. Y FINANZAS - ADM. HOTELERA - INTERN. BUSINESS - ADM. TURISMO - ING. AGROINDUSTRIAL - ADM. Y EMPRENDIMIENTO - ING. EMPRESARIAL - ING. AMBIENTAL - ING-MECAT - ING. CIVIL - PSICOLOGIA
FC-MKT MARKETIN	MARKETING	GEST. AMBIENTAL EMP. - MUSICA - ING AGROIND - GEST-INNOV-GASTRON - ECO. NEG. INT. - ARTE CULINARIO - ING. INDUSTRIAS ALIM. -

		ADM&FINCORP - ECONOMIA - ING. INDUSTRIAL Y C. - ARQUITECTURA - DERECHO - ECO. Y FINANZAS - ADM. HOTELERA - INTERN. BUSINESS - ADM. TURISMO - ING. AGROINDUSTRIAL - PSICOLOGIA - ING. CIVIL - ADM. Y EMPRENDIMIENTO - ING. EMPRESARIAL - ING. AMBIENTAL - ING-MECAT
FC-ADM ADMNEG	ADMINISTRACIÓN PARA LOS NEGOCIOS	RELAC. INTERNACIONALES

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
WONG VITOR, CAROLINA	cwong@usil.edu.pe		

Instructors
You can check the timetables for each teacher in their INFOSIL in the <b>Classes Development Teachers</b> option <b>Teachers</b> .

Course Overview
The E-Marketing for Business course is a specialized theoretical-practical training course. It taxes marketing promotion competencies. Evaluates marketing communication strategies that allow the achievement of the established commercial objectives and designs and implements marketing plans based on the commercial and economic objectives of the company in the short, medium and long term. It comprises the following thematic axes: Evolution of Digital Marketing, Digital Marketing Concepts, Digital Marketing Strategies, Digital Marketing Metrics. The accredited product is the presentation of a final project with the aim of developing a digital marketing campaign.

Competencias Profesionales y/o Generales			
Carrera/Programa	Sigla/ Denominación de la competencia	Nivel de la competencia	Aprendizajes esperados
Marketing	CP3: Marketing Promotion	N3 Evaluates marketing communication strategies that allow the established commercial objectives to be achieved.	<ul style="list-style-type: none"> <li>Recognizes the importance of the communications mix in achieving the company's marketing objectives.</li> <li>Clearly identifies the importance of integrated marketing communications and their relationship to the positioning, market share and top of mind.</li> <li>Identify the most appropriate means and combination of communication for your product or service.</li> <li>Understand the consumer and design their profile using insights and segmentation to build effective promotional messages.</li> </ul>

General Course Result	Unit Result
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At the end of the course, the student presents a final project with the objective of developing a digital marketing campaign; analyzing, determining and evaluating the key factors for effective communication through digital media oriented to online marketing with responsibility and judgment.	1. At the end of the unit, the student will be able to understand what the digital marketing plan of a company with responsibility and criteria is.
	2. At the end of the unit, the student will be able to understand the digital ecosystem of a company with responsibility and criteria.
	3. At the end of the unit, the student will be able to understand how to develop different digital marketing strategies with responsibility and criteria.
	4. At the end of the unit, the student will be able to understand how to develop a campaign Ads and analyzes it with the appropriate metrics and KPIs with responsibility and criteria

<b>Development of activities</b>		
<b>Unit Result 1:</b> <i>At the end of the unit, the student will be able to understand what the digital marketing plan of a company with responsibility and criteria is.</i>		
<b>Session 1:</b> <i>At the end of the session, the student understands the importance of using digital resources applied to marketing.</i>		Semana 1 a 2
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
- Analyze the market and the companies that have a digital presence. -Analyze the marketing plan of a local media company	-Search and analysis of terms related to digital marketing - Review statistics on companies that have grown using digital marketing	-Presentation of a report of the analysis developed on a company
<b>Session 2:</b> <i>At the end of the session, the student develops the digital marketing plan for a company that has an online presence.</i>		Semana 3 a 4
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
-Propose the marketing plan for a media company with an online presence. -Analyze the results of the proposed plan	- Review of marketing plans - Development of a marketing plan.	-Presentation of the Digital Marketing Plan for the Study Company
<b>Unit Result 2:</b> <i>At the end of the unit, the student will be able to understand the digital ecosystem of a company with responsibility and criteria.</i>		
<b>Session 3:</b> <i>At the end of the session the student learns about the macro and micro digital environment of a company and also learns about the 7 Ps of Digital Marketing</i>		Semana 5 a 6
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
-Research the 7 Ps of digital marketing - Analyzes the macro and micro digital environment of companies with a digital presence.	-Review of concepts related to the characteristics that define digital marketing	--Presentation of a report on the micro and macro environment applied to the study company
<b>Session 4:</b> <i>At the end of the session, the student analyzes the company, its environment and the audience at the level of the 7 Ps of Digital Marketing.</i>		Semana 7 a 8
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
-Develop the 7Ps of digital marketing for a local company with an online presence. -Develop the macro and micro digital environment of a company with a digital presence.	-Analysis of each of the 7 Ps of digital marketing - Analysis of the environment of a company with a digital presence	- Presentation of an analysis report on each of the 7Ps of digital marketing applied to the study company
<b>Unit Result 3:</b> <i>At the end of the unit, the student will be able to understand how to develop different digital marketing strategies with responsibility and criteria.</i>		
<b>Session 5:</b> <i>At the end of the session, the student learns about the different strategies in digital marketing .</i>		Semana 9 a 10
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>

-Research the different strategies applied in digital marketing - Research on SEM strategy and social	-Review of strategies used in digital marketing - Analysis of the SEM strategy and the social media strategy	Presentation of the social media content strategy for the studio company
<b>Session 6:</b> <i>At the end of the session, the student applies different digital marketing strategies to a company in the area.</i>		Semana 11 a 12
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
-Develop the conversion funnel strategy applied to the Social Media strategy - Develop content for the strategy in reference	-Review of the content used in the different digital marketing strategies. - Content production for a Social Media strategy	Presentation of the Excel chart where the Social Media strategy is developed
<b>Unit Result 4:</b> <i>At the end of the unit, the student will be able to understand how to develop a campaign Ads and analyzes it with the appropriate metrics and KPIs with responsibility and criteria</i>		
<b>Session 7:</b> <i>At the end of the session, the student learns about the creation of ADS campaigns and how to measure through KPIs</i>		Semana 13 a 14
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
-Research ADS campaigns - Research the different metrics used in digital marketing	- Review of the procedure for creating a campaign in Meta ADS - Review of the procedure for creating a campaign in Google ADS	-Presentation of a glossary of metrics categorized according to their application in the ADS campaign
<b>Session 8:</b> <i>At the end of the unit, the student creates a virtual store, develops an ADS campaign and analyzes it with metrics and KPIs.</i>		Semana 15 a 16
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
-Develop an ADS campaign for a company with an online presence - Gain insight into a company's analytics and analyze them	- Analysis of the results of a campaign in Meta ADS - Analysis of the results of a campaign in Google ADS	-Presentation of a table where the company's metrics are analyzed online

<b>Methodology</b>
<p>The course will be developed based on the following methodologies: Flipped Classroom, Collaborative Learning, Participatory Learning, The methodology of this course is active - participatory since it links and integrates the conceptual part to the practical application through the reading of the bibliographic references, cases, exercises and teamwork. In addition, emphasis is placed on the development of discussion and grading activities for the work of the other groups in the classroom, promoting critical thinking throughout the semester. This contributes greatly to the growth of leadership and integration skills among the participants of this course. The participation of the teacher is aimed at facilitating the learning process based on their knowledge and experience. It is planned to prepare a group project, the progress of which should be presented on a weekly basis.</p> <p>The permanent evaluation will be based on case studies, readings, practices, tasks and projects that will aim to develop the student's ability to propose viable responses to real challenges posed by the teacher. The indicated methodologies will be used for the development of the course in distance mode</p>

<b>Assessment System</b>				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
<b>Evaluación Permanente</b>	<b>50%</b>			
<b>Promedio de Evaluaciones</b>	<b>100%</b>			
Evaluación 1	60%	Promedio de Practicas	Semana 14	No
Evaluación 2	40%	Promedio de Tareas	Semana 14	No
<b>Examen Final</b>	<b>50%</b>	Creditable product.	Semana 16	No

<b>Attendance Policy</b>	
<b>Total Percentage Absences Permitted</b>	30%
<p>Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).</p> <p>In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.</p>	

<b>Basic Required Reading</b>
<p>[1] Shum Xie, Yi Min (2019). <i>Marketing digital : navegando en aguas digitales, sumérgete conmigo</i> /. (1a ed.). Ediciones de la U,</p> <p>[2] Kotler, Philip, (2017). <i>Marketing 4.0 : moving from traditional to digital</i> /. John Wiley &amp; Sons, Inc.,.</p> <p>[3] Chaffey, Dave. (2014). <i>Marketing digital : estrategia, implementación y práctica</i> /. (5a ed.). Pearson,.</p>

<b>References Supplementary</b>
<p>[1] Campos-Arteaga, N., Alvarez-Risco, A., Gonzales-Vásquez, A., Rios-La-Torre, F., Melillo-Espinoza-Chueca, J., Anderson-Seminario, M. de las M., Del-Aguila- Arcentales, S., Mejia, C. R., &amp; Yáñez, J. A (2022). <i>Prediction of Consumption of Local Wine in Italian Consumers Based on Theory of Planned Behavior</i>. (.). .. Usil: <a href="https://doi.org/10.3390/su142214769">https://doi.org/10.3390/su142214769</a></p> <p>[2] González-Valiente, C. L., &amp; Pacheco Mendoza, J (2017). <i>Rethinking the information dimension of marketing</i>. usil. <a href="https://repositorio.usil.edu.pe/handle/usil/8572">https://repositorio.usil.edu.pe/handle/usil/8572</a></p> <p>[3] Nieto. Patricia, (2016). <i>El comercio electrónico y la contratación electrónica: Bases del mercado virtual</i>. ISSN 2414-1720.</p>

<b>Prepared by:</b>	<b>Approved by:</b>	<b>Validated by:</b>
WONG VITOR, CAROLINA / WONG VITOR, CAROLINA /	HUAMAN DE LOS HEROS COMBE, CLAUDIO	Office of Curriculum Development
Date: 23/03/2024	Date: 26/03/2024	Date: 02/04/2024