

Web marketing study path - Barcelona

1. Síntesis de la opción

As we move towards a digital single market, businesses are recognizing the need to integrate digital channels into every aspect of their marketing mix. Digital marketing is no longer an “add-on” or new channel to exploit - digital IS the strategy. The digital marketing track emphasizes a wholistic understanding of the digital landscape, including social media, consumer behavior, web analytics, search engine optimization, online advertising and creative strategy.

The digital marketing track focuses on creating a balance between the qualitative and quantitative aspects of marketing, such as experimentation, statistical analysis and creativity. The coursework is designed to help students acquire specialized abilities in order to:

- Define, target and grow the right audience for your brand
- Optimize multi-channel marketing campaigns using data and web analytics
- Create engaging and high-impact marketing content

Upon completion of the Digital Marketing track at Toulouse Business School, students will possess the knowledge and skills necessary to identify the demand for products and services in the modern Business world and add value to their companies from Day 1.

2. Descripción de tareas y de funciones

Some of the careers in this field include Entrepreneur, Marketing Executive, Communication Strategist, Community Manager, Digital Strategy Consultant, Data Analyst, and Growth Hacker.

Here is an example of a real **Content Marketing Manager** job description:

Bourbon Creative is a digital marketing agency specializing in done-for-you content marketing for high-growth startups. Our international team works with some of the most innovative companies in the world supporting their communication strategy, content marketing and social media management.

We're seeking an experienced Content Manager to help our clients grow!

Role & Responsibilities:

- *Accountable for our clients' content marketing initiatives such as content creation, publication and promotion*
- *Oversee our internal content production process ensuring all content is delivered on time and to our clients' standards.*
- *Manage all client relationships and expectations, both written and spoken communication.*
- *This role requires a brand publisher mindset: the create the content our clients' respective audiences is looking for and then to optimize the path to conversion.*
- *Editorial requirements include basic SEO understanding, content categorization and structure, content development, distribution and measurement. Development of editorial governance so content is consistent with our clients' brand voice, style and tone.*
- *Editorial calendar and organization workflows must be developed and managed.*
- *Channel management of digital content hubs and all supporting social channels including email / newsletter distribution. Must understand the basic best practices of the main social media channels, which content and approaches work on each and why.*

- *Measurement and optimization of our client content strategies will be required on a monthly basis*
- *Management of all creative resources including designers, writers, and other agency personnel.*

What We Offer:

- *Competitive salary and professional work experience in fast-paced digital publishing agency*
- *Opportunity for rapid advancement within a digital media agency building the future of collaborative journalism and branded content.*
- *A chance to create your own position based on personal and professional interests*
- *Innovative and inspiring work space in Barcelona, Spain*
- *Part-time and remote opportunities available - flexible, results-oriented work schedule.*

Requirements:

- *BA/BS and minimum 3 years of professional experience*
- *Experience creating and publishing content for the web and growing a social audience*
- *Editorial mindset that seeks to understand what audiences consume and how to create it*
- *Ability to analyze and present content and social performance*
- *VERY experienced with WordPress, Google Analytics, and SEO best practices*
- *Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of results in the form of engagement, leads and sales*
- *Design-oriented and highly organized - strong attention to detail is mandatory*
- *Native English or full professional fluency*

Nice to have:

- *Entrepreneurial-minded - enjoy working in a fast-paced, startup environment*
- *Design experience using Photoshop, Illustrator, or similar*
- *Video production and editing experience (ie: Premier, Final Cut Pro, or similar)*
- *Experience working with HubSpot marketing software*
- *Proficient in another European language (ie: Spanish, French, German, etc)*

3. Descripción de actividades y competencias necesarias

Each of these professions will require a comprehensive understanding of marketing fundamentals, digital channels and online operations. The coursework of the digital marketing track will first require the student to interpret, summarize and explain the strategic options available to organizations in any given industry, environment or campaign. Through deep analysis and evaluation of the market conditions and target audience, students will apply these newly acquired concepts to develop a tactical plan to accomplish the organization's objectives, showcasing a coherent and logical approach to digital marketing strategy.

Students will be expected to first understand and classify an organization's objectives, analyze the potential options, create and launch a campaign, and finally evaluate the results with a relentless drive for constant improvement.

Just as important as thoughtful analysis, evaluation and measurement of digital marketing strategies, is the ability to effectively communicate and convince colleagues and management on your strategic plan. Thus, a high priority will be placed on presentation and public speaking skills designed to defend and persuade your peers of the logic connecting your plans with their intended outcome.

4. Cuadro de ejercicios

Every single company in the world will require some form of digital competence, however this elective is geared specifically for SMEs of 50 or more employees and enterprise organizations. Many of the concepts we cover are designed for pursuing excellence in B2B enterprise environments (technology, communications, banking, advertising, logistics, and professional services). In addition, many of these concepts are tailored for the consumer-oriented organizations (ie: media, lifestyle, travel, retail, fashion, and consumer goods).

We have tailored this track to meet the growing demands of three major employers in this space: Enterprise Multinationals, Small & Medium Businesses, and Marketing Agencies. While all three career tracks have overlaps in the skills required by their employees, each career track has its own unique challenges and opportunities.

For example, enterprise corporations require the student to learn to work in multi-discipline environments, adhering to strict budgets and a strong emphasis on presentation skills. Each proposed idea, campaign or strategy must be clearly defined, communicated and approved by upper management. Startups and SME's require the student to do more with less, placing more emphasis on ingenuity, a take-charge attitude and ownership over the entire digital marketing strategy within the organization. Lastly, marketing agencies place a clear priority on the creative process and effective communication with the client. Students will be required to understand all elements of the agency model and work within those constructs to meet clients' demands under budget and on time.

5. Reglamentación específica eventual.

n/a

6. Red y partners

The overall value of the digital marketing elective must be taken within the context of the rapid growth and evolution of business in the 21st century. Tools and techniques are quickly becoming obsolete, however the underlying foundation and strategy will remain viable.

In order to harness the full potential of the elective, we encourage students to seek out additional resources outside of the classroom. This may include, but is not limited to company visits, guest speakers, networking events, external reading, online coursework and self-study. Our faculty will also compliment their sessions with resources and contacts from their personal and professional networks in order to create a diverse learning environment.

The end goal of the digital marketing track is to prepare the students for real-world opportunities and facilitate the introduction to internships and jobs within this space.

7. Lista de módulos

COURSE TOPICS:

1. Digital Marketing Framework & Overview

- Business & Customer Strategy
- Data-driven Marketing

2. Social Media Marketing & Community Management

- Relationship Building
- Customer Engagement & Viral Marketing

3. Content Marketing & Storytelling

- Inbound Marketing
- Thought Leadership & Persuasion Marketing
- Video Marketing & Production Fundamentals

4. Web Analytics and Search Engine Optimization

- Metrics, Sources & KPIs
- Google Analytics Overview

5. Paid & Social Advertising

- Paid Search, Adwords & SEM
- Paid Social

6. E-Commerce Fundamentals: Acquisition, Retention & Conversion Rate Optimization

- Landing Pages, User Experience and Lead Generation
- A/B Testing & Marketing Optimization

7. Marketing Automation & Lead Nurturing

- Marketing Technology Platforms
- Customer Segments & Buyer Personas
- Database and CRM Strategy