



IDENTIFYING DATA

Metrics analysis and effectiveness assessment in digital media

Subject	Metrics analysis and effectiveness assessment in digital media			
Code	P04M176V01105			
Study programme	Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	1st
Teaching language	Spanish Galician			
Department				
Coordinator	Ramahí García, Diana			
Lecturers	Acuña Portabales, Paula Alonso Vilar, Laura Ramahí García, Diana Ricón Rodríguez, Patricia			
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Web				
General description	The subject focuses on the process of evaluating the campaigns and actions undertaken in the digital media in general and on social networks in particular. In this way, it is sought that the student understands the necessary generation of results when carrying out such actions and, above all, understands that they must be linked to the strategic plan of the company or institution and, therefore, must focus on achieving goals set. To this end, the student will be introduced to the use of specific measurement tools as well as the establishment of appropriate metrics for each case.			

Training and Learning Results

Code	
A3	(*)Que os estudantes sexan capaces de integrar coñecementos e enfrontarse á complexidade de formular xuízos a partir dunha información que, sendo incompleta ou limitada, inclúa reflexións sobre as responsabilidades sociais e éticas vinculadas á aplicación dos seus coñecementos e xuízos.
B3	(*)Capacidade para a organización do traballo
C7	(*)Coñecemento das principais fontes, métricas e ferramentas para medir a eficacia en redes sociais e comunicación dixital.
C8	(*)Capacidade de interpretación e análise de métricas sociais.
C9	(*)Capacidade para avaliar a eficacia e retorno das accións en medios dixitais e redes sociais.
D4	(*)Habilidade para a xestión da marca persoal e a propia reputación dixital.

Expected results from this subject

Expected results from this subject	Training and Learning Results
New	C7 C8
New	C8 C9 D4
New	A3 B3 C9

Contents	
Topic	
Unit 1. Digital media: Definition of metrics for evaluating the effectiveness of digital advertising. The KPIs and the digital marketing plan	1.1. Digital media. Audience and advertising inserts. 1.2. The digital marketing plan 1.3. Determination of KPIs in different media: websites, blogs, social networks.
Unit 2. Conceptualization and evolution of digital analytics and communication	2.1. Web analytics: conceptualization, evolution, assessment and current situation. 2.2. Blog tracking. Valuation of digital identity. 2.3. Analytics for social media.
Unit 3. Digital Tools	3.1. Use of current measuring and purchasing tools. 3.2. Elaboration of the measurement plan.

Planning			
	Class hours	Hours outside the classroom	Total hours
Seminars	17	18	35
Project	0	20	20
Project	0	19	19
Systematic observation	1	0	1

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
	Description
Seminars	Seminars will be developed in which the theoretical contents of the subject will be taught combining with the corresponding practices that contribute to the best understanding of the concepts.

Personalized assistance	
Tests	Description
Project	A tutorial schedule will be established to answer any students' questions.

Assessment						
	Description	Qualification	Training and Learning Results			
Project	Development, step by step, of the first part of a project to measure effectiveness.	40	A3	B3	C7 C8 C9	D4
Project	Development, step by step, of the second part of a project to measure effectiveness.	40	A3	B3	C7 C8 C9	D4
Systematic observation	Monitoring the student's performance in the classroom: attendance, participation, use, behavior and evolution	20	A3	B3	C7 C8 C9	D4

Other comments on the Evaluation

CONTINUOUS ASSESSMENT

Assessment based on the active participation of the student and the delivery of the work required throughout the course.

Global assessment of the learning process and acquisition of skills and knowledge through face-to-face tests on the official dates approved by the centre.

It will be necessary to obtain at least 50% of the total score of all assessable parts in order to pass the subject.

OVERALL ASSESSMENT

Students must inform the teacher of their express waiver of the continuous assessment system within the period established by the centre for this purpose, attaching the document provided for this purpose, covered and signed.

The overall assessment test will take place on the date and at the times scheduled by the centre in the official exam calendar. The student must pass each and every one of the assessment tests detailed below, obtaining a minimum mark of

50% in each one of them. Given the length of the tests, students who take the global assessment must have 4 hours to complete them from the official starting time of the examination of the subject according to the official calendar.

Brief description of the tests

Test 1. Examination test on the theoretical contents taught in the subject. The test has a value of 20% of the total grade, being necessary to obtain a minimum qualification of 50% of it to pass this part.

Test 2. Project. Step-by-step development of the first part of an effectiveness measurement project. The work is worth 40% of the total qualification. A minimum qualification of 50% must be obtained to pass this part. The work is to be handed in on the date and time of the examination. Details of the contents of the work, methodologies and assessment criteria will be provided to students of global assessment once the period for express waiver of continuous assessment has expired.

Test 3. Project. Step-by-step development of the second part of an effectiveness measurement project. The work is worth 40% of the total qualification. A minimum qualification of 50% must be obtained to pass this part. The work is to be handed in on the date and time of the examination. Details of the contents of the work, methodologies and assessment criteria will be provided to students of global assessment once the period for express waiver of continuous assessment has expired.

Summary of the tests and percentage of overall assessment of the set of tasks:

Test 1. Examination test. Valuation of 20% of the total mark.

Test 2. Project. Valuation of 40% of the total mark.

Test 3. Project. Valuation of 40% of the total mark.

Students must obtain a minimum mark of 50% in all the tests to pass the subject.

Information about the evaluation tests, their format, length, evaluation rubric and delivery channels will be detailed through the Moovi platform. It is the student's responsibility to pay attention to the information uploaded and to gather the specific and complementary information required to pass the subject.

SECOND CHANCE

The evaluation system is the same in all the exam sessions.

Sources of information

Basic Bibliography

SAÍNZ DE VICUÑA ACÍN, Jose María, **El plan de marketing digital en la práctica**, 3, ESIC, 2018

ESTRELLA RAMÓN, Antonia y SEGOVIA LÓPEZ, Cristina, **Comunicación integrada de marketing**, 1, ESIC, 2017

MERODIO, Juan, **Estrategia y táctica empresarial en redes sociales**, 1, LID Editorial, 2017

MEJÍA LLANO, Juan Carlos, **La guía avanzada del Community Manager**, 2, Anaya Multimedia, 2016

ROJA, Pedro y Redondo, María, **Cómo monetizar las redes sociales**, 1, LID Editorial, 2017

BLANCHARD, Olivier Jean, **El retorno de la inversión en social media**, 1, Anaya Multimedia, 2018

KAUSHIK, Avinash, **Analítica Web 2.0**, 4, Gestión2000, 2017

GOROSTIZA, J. y BARAINCA, A., **Google Analytics. Mide y vencerás**, 1, Anaya Multimedia, 2016

LÓPEZ CUESTA, Óscar, **Data Management Platform (DMP). Big data aplicado a las campañas online, audiencias y personalización web**, 1, ESIC, 2018

Complementary Bibliography

CAVALLER, Víctor; SÁNCHEZ-ANO, Silvia; CODINA, Lluís y PEDRAZA, Rafael, **Estrategia y gestión de la comunicación online y offline**, 3, Editorial UOC, 2014

SOMALO, Nacho, **Marketing digital que funciona**, 1, LID Editorial, 2017

RAMOS, Juanjo, **E-Commerce 2.0**, 1, GDPublishers, 2017

SOLIS, A, **SEO. Las claves esenciales**, 3, Anaya Multimedia, 2016

SERRANO-COBOS, Jorge, **SEO. Introducción a la disciplina del posicionamiento en buscadores**, 3, Editorial UOC, 2015

GONZÁLEZ, Philippe, **Instagram. Mucho más que fotos**, 1, Anaya Multimedia, 2018

ARCILA CALDERÓN, Carlos; BARREDO IBÁÑEZ, Daniel y CASTRO, Cosette (coordinadores), **Analítica y visualización de datos en Twitter**, 1, Editorial UOC, 2017

OCDE, **Perspectivas de la OCDE sobre la Economía Digital 2017**, 1, OCDE, 2017

David Ayala, **Visibilidad online: Inmortaliza tu marca**, ANAYA MULTIMEDIA, 2020

Fernando Maciá Domene, **SEO Avanzado. Casi todo lo que sé sobre posicionamiento web**, ANAYA MULTIMEDIA, 2020

Daniel Rowles, **Digital Branding**, Teell Editorial, 2018

Ana Fernández Pardo, **Marca busca Egoblogger. Las nuevas estrategias de comunicación digital**, Grupo Anaya, 2015

Kawasaki, Guy; Fitzpatrick, Peg, **The Art of Social Media: Power Tips for Power Users**, Editorial: Portfolio, 2014

Recommendations

Subjects that continue the syllabus

Strategic management of digital communication/P04M176V01102

Master thesis/P04M176V01206

Subjects that are recommended to be taken simultaneously

Content strategies/P04M176V01103

Subjects that it is recommended to have taken before

Social media ecosystem and digital tools/P04M176V01101