

# DM&C

4° EDITION

## DIGITAL MARKETING AND COMMUNICATION

LEADING THE WAY TO SUCCESS



### UNIQUE INTERNATIONAL MARKETING & COMMUNICATION PROGRAM,

DELIVERED 100% IN ENGLISH WITH  
INTERNATIONAL STUDENTS.

**From February 06 to April 26, 2024.**

**The courses will be accredited at your home institution.**

UADE is a 60-year-old, private, urban, fully accredited, comprehensive university with a modern, high-tech, safe campus located in the center of Buenos Aires. Renowned for its business undergraduate, graduate and professional degrees UADE has 43.000 undergraduate and graduate students.

Buenos Aires is the most important, attractive and dynamic city in Argentina, as well as one of the region's leading cities. Its blend of cultural activity, historical buildings and other attractions make it unique in South America. The city's Latino Charm is complemented by an exquisite gastronomic offering and an agreeable climate year-round.

# UADE

## PROGRAM BENEFITS

- A combination of multiple learning perspectives: Marketing Skills, Latin America Communication Issues and Hands-On Business Operational Strategies.
- On-Site Learning in Buenos Aires: The city's elegance, business orientation and blend of genuine Latin and European tradition make it the best option for foreign students.
- Established track record.
- Highly qualified professors and lectures.
- Cooperation with companies, entrepreneurs and trade associations for visits, case studies, industry speakers and practical situations.
- International Student Body open to all exchange students

## OTHER ADVANTAGES

- Argentine Buddy Program: a mentoring program aimed at fostering new bonds between local and foreign students. Facilitates social and academic integration to our city and University. It's an enjoyable experience that will give you the opportunity to meet people from other cultures in an informal environment. Activities may include: Saturday Shopping & Dinner Twist, City Treasure Hunt, Asado Criollo (Best Beef in the world!) and Mi Buenos Aires Querido Drama Festival (You can perform!) Tango.
- Cultural activities to improve your Spanish, to get to know Argentina and experience Buenos Aires as a local: typical food and drinks, music, dances, sports, festivals and celebrations.



### Further information:

UADE Internacional  
[internacional@uade.edu.ar](mailto:internacional@uade.edu.ar)

**UADE**

## PROGRAM SECTIONS AND COURSES

**Course load:**

12 weeks.

**Level:**

Advanced Undergraduate of First Year Master students specializing in marketing, communication, economics, understanding LATAM, or innovation.

**Language:**

Spanish lessons are offered at three different levels (Basic, Intermediate and Advanced), depending on the student's previous knowledge. With an extra fee.

**Certificate of Approval:**

Official Transcript of Records awarded by UADE upon program approval.

**Certificate of Attendance:**

for students who meet attendance requirements.

**Credits:**

30 credits will be awarded for passing all courses.



## COURSES

## MAIN CONTENTS

### Strategic Marketing

#### **Strategic Marketing**

Analysis of the Consumer and Corporate market. Decision making process of consumers. Strategies and Competitive Advantages.

#### **Market Research**

The Role of Market Research and Information Systems. The value of research in Marketing and Advertising decision making. List of dependent and independent variables. Research brief.

#### **Marketing Management**

Management of the value of brands. Brand strategies Cost, demand, competitive, distributive, communicational and technical approaches. Brand registration (legal issues).

#### **Sales Management and Management**

Management of the sales force. Evaluation. Sales techniques Negotiation. Trade Marketing Merchandising Category Management. Control and evaluation.

### Digital Marketing

Definition of information and communication technologies (ICT) and the new mass media of digital communication. Social networks on the Web. Content generated by users (UGC). Blogs (Blogs). Campaign banners. Brand sites. Viral marketing Virtual communities. Video game. Companies and the digital environment (player) Planning of actions in digital media. Decision making based on metrics and existing information. Budgets and analysis of reports and measurement methods. ROI method.

### Global Strategic Communications

Organizational strategies and particular strategies. Objectives. Alignment of the strategic objectives of the organization with the objectives of the communication area. Evaluation and selection of strategies. Competitive dynamics. Sequential games and strategic commitments. Flexibility and real options. Side thinking. Creativity. Management of programs and resources. Calendarization. Diagrams of gantt. Pert. Critical path. Budget. Control and evaluation indicators. Programming assisted by computers.

## COURSES

# Digital Communications Management

## MAIN CONTENTS

History of internet and public relations, functions, statistics and demography. How the companies are using the internet. E-fluentials. Viral marketing. On-line communities. Digital communications in the internal and external scope. Corporate website relations with the media in the digital age. Press rooms. Study cases. Communication of crisis on the internet. The function of the community manager and the social media manager

# Understanding LATAM

- Historical processes towards the current Latin American political division.
- Economic, demographic, and Social Highlights of the region.
- The economic dimension of Globalization.
- International finance and globalization.
- Globalization and environmental sustainability.
- The integration of Latam in global trade and production systems.
- Argentina: FDI and Corporate strategies.

# Innovation

The program combines in a practical way a novel understanding of innovation and creativity from the most recent knowledge of the functioning of our brain. A methodology of teamwork will also be developed, inspired by disciplines currently used by pioneering companies in the implementation of Design Thinking in the world.

### Other services included:

- Assistance to rent off-campus apartment, if needed.
- Wi Fi Internet Access on Campus.
- Library.
- Gym and Sport facilities and activities (extra fee).



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