

**CEDEU**  
UNIVERSITY COLLEGE

**Master's Degree in**  
**DIGITAL**  
**MARKETING**

**face-to-face/online**

**cedeu.es**

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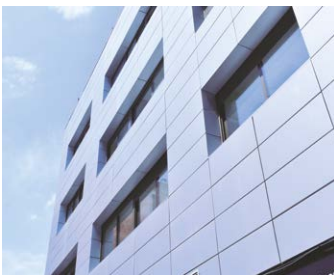
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The CEDEU University Centre is one of the institutions linked to the Formación y Futuro (Training and Future) Foundation, founded in 1958. With more than 40,000 alumni from 50 different nationalities, CEDEU focuses its work on innovation, social transformation, promoting the entrepreneurial spirit and developing talent. These are, then, the main goals that drive our institution.

To study at CEDEU is to benefit from a prestigious education in which we train leaders, instilling them with creative drive, social commitment and ethical responsibility as **experts going forward to develop their professional future**



The CEDEU Centre for University Studies was founded in accordance with current regulations and is attached to Rey Juan Carlos University. It is an institute of higher university education whose academic lines of action include teaching, research, dissemination and the creation of culture and community, all based on a modern academic and administrative organisation. In this work, we are supported by top-level academics and educational programmes of excellence, adapted to the needs of the integral formation of university students who later, as professionals, will be both competent in the labour market and socially responsible.

The CEDEU University Centre was established with the goal of responding to changing educational needs of both individuals and society as a whole. To this end, CEDEU is committed to inclusion, innovation and excellence in the generation, transmission, preservation and application of knowledge for the benefit of society.

The Centre is officially and legally recognised by the Government of the Autonomous Community of Madrid, and duly registered in the Spanish Registry of Universities, Centres and Qualifications (RUCT) of the Ministry of Science, Innovation and Universities with the number 28053897. Registered with the European Commission with PIC 917774716, ERASMUS+ code E MADRID213 and registration number M567603.

The CEDEU University Centre pursues the mission of responding to social demand. To achieve its goals, CEDEU has established significant priorities for both individuals and society. The Centre is authorised to impart undergraduate and postgraduate official university studies, both on-campus and by distance learning.



# In the heart of Madrid, in the Salamanca district

CEDEU is located in the heart of Madrid, in the Salamanca district, one of the most important financial and business centres in the world, where there are countless opportunities for employment and successful entrepreneurship.

The Madrid Centre Campus is easily accessible by public transport, by bus and Metro. The Centre is located near to the Diego de León Metro station and the Avenida de América interchange. The CEDEU Campus provides students and teachers with a superb environment for learning and intercultural development. 100% accessible, with the finest facilities and services.



# THE CEDEU 10 PROFESSIONAL GUARANTEES

CEDEU supports the training of leaders with the capacity to develop positive excellence, equity, social commitment, ethics and civic responsibility. Its work is inspired by respect for freedom of thought and the goal of strengthening personal and social humanist values. The official university courses that CEDEU imparts are approved by the National Agency for Quality Assessment and Accreditation (ANECA).

## Commitment, innovation and excellence

**1** The teacher monitors the degree of the student's participation at all times, detecting their particular needs and providing truly personalised attention

## Innovative methodologies

**2** CEDEU has developed a teaching methodology in which all the educational activities are designed to meet the needs of students who want to study while also meeting their professional and family obligations.

## Advice and mentoring

**3** From the moment they enter the teaching programme, each and every student knows the tutor who will accompany them throughout the master's degree course, providing support and encouraging them in their studies.

## Cost

**4** CEDEU establishes costs and a flexible financing system that are perfectly adapted to the circumstances of those at which its courses are addressed.

## Interactivity

**5** CEDEU is committed to the exchange of ideas, experiences and opinions, providing the community with forums, chats, social networks and other tools for participation and interaction.

## Experience. Expert teachers

**6** The extensive experience and trajectory of the CEDEU Board of Trustees of CEDEU and Rey Juan Carlos University in providing top-level education ensures that the Centre meets the optimal levels of quality required by current university legislation.

## Network

**7** To assure the quality of its teaching, CEDEU has established links with many ethical and international associations. Companies and professionals can make their contributions in the certainty that our institution will implement their recommendations to the benefit of our students.

## Flexibility

**8** A decentralised educational system enables students to benefit from just-in-time learning methods. CEDEU adapts to meet the requirements of participants in its university programmes.

## Discipline

**9** The distance learning methodology leading to master's degrees at CEDEU requires a high level of commitment, responsibility and organisation, intrinsic qualities also required of today's professionals.

## Leadership and professional skills programmes

**10** Many activities are organised throughout the academic year to enable participants on programmes to gain experience and know-how that they can go on to apply in their future development as professionals in an ever-changing digital world.



# CEDEU. WHERE ARE WE?

**MADRID CENTRE CAMPUS** José Picón 7, MADRID

Madrid is the ideal city to pursue your university studies. CEDEU's modern facilities are located in the heart of the Salamanca District in the Spanish capital, at 7, Calle José Picón.

The Community of Madrid has a population of over six and a half million, and Madrid is a constantly-growing great city. Located in the centre of the Iberian Peninsula, the Spanish capital boasts extraordinary communications networks and is connected to all points both national and international by its high speed trains and international airport. A friendly city, Madrid welcomes people from all over Spain and the rest of the world.

Madrid is the only city in the world with no fewer than nine World Heritage sites less than two hours away. Moreover, our city is one of the most important centres for art and culture in Europe and amongst the busiest in the world for activities of all kinds.

Nor should we forget the many sporting events that take place in the capital, or its famed restaurants, which serve the finest cuisine from all over Spain.

It is impossible to talk about Madrid without mentioning its Art Walk, formed by the Prado Museum, the Thyssen, the Reina Sofia, CaixaForum and many more sites. A must-see route for all art lovers. Other places to visit include Plaza Mayor, the Royal Palace, the Fountains of Neptune and Cybele, the Puerta del Sol and the Puerta de Alcalá gates and such iconic sites such as the Rastro and the Retiro, among others.

Besides its standing as a major cultural capital, moreover, Madrid is also home to the largest corporate, business and legal headquarters in our country. As the seat of the Spanish Government, the Congress and the Senate, it is a vital centre where countless social, organic, structural, legal and economic decisions are made.



## INTRODUCTION TO THE MASTER'S DEGREE

Digital marketing is the set of strategies and actions carried out on the Internet and other digital media to promote products and services. It has become an indispensable tool for companies, as it allows them to effectively reach a target audience and generate measurable results.

Nowadays, digital marketing encompasses a wide range of disciplines, such as SEO (Search Engine Optimisation), SEM (Search Engine Marketing), content marketing, email marketing and social media marketing, among others. Each of these tools is aimed at increasing the visibility and scope of a brand, enhancing the user experience and, ultimately, increasing sales and business growth.

One of the main advantages of digital marketing is the possibility of segmenting and focusing efforts more precisely, enabling us to reach people who are really interested in what we are offering. It is also possible to accurately measure the results of each action, which allows us to optimise strategies and obtain better results over time.

In short, digital marketing offers a world of opportunities for companies, enabling them to reach their target audiences effectively and generate measurable results. It is a dynamic and constantly evolving discipline, so it is essential to keep up to date and adapt to new trends and technologies.

## CHARACTERISTICS OF THE MASTER'S DEGREE

### Identification of target audience

1

It is essential to know who the digital marketing strategy is aimed at in order to adapt the message and actions to their needs and preferences.

### Definition of goals

2

It is necessary to set out clear, specific goals to achieve through the digital marketing strategy, such as increasing sales or the number of followers on social media.

### Design of strategy

3

It is important to decide which digital marketing channels and tools to use – email, social media, online advertising, etc.

### Creation of content

4

It is vital to generate relevant, quality content to attract users and maintain their interest in the brand.

### Website optimisation

5

The website must be optimised for search engines (SEO) and be easy for users to navigate and use.

### Social network strategies

6

Actions should be taken to increase the number of followers and encourage interaction with the brand on social networks.

### Online advertising

7

Online advertising can be employed through ads on search engines, social media or other brand-related websites.

### Email marketing

8

Sending personalised and segmented emails can be an effective strategy to attract and retain customers.

### Analysis and measurement of results

9

It is important to analyse the results obtained and measure the impact of the various digital marketing actions, making it possible to adjust the strategy as necessary.



## MAIN FACTS AND FIGURES ABOUT THE MASTER'S DEGREE

### Duration

1 academic year  
60 ECTS.  
1,500 hours

### Start

October 2023

### Qualification

Official University  
Master's Degree in  
Digital Marketing

### Branch of knowledge

Social and  
legal sciences

### Study mode

On-campus or  
distance

### Centre

CEDEU  
Centre for University  
Studies  
Madrid (Spain)

### Language of instruction

Spanish

### Tutoring

From the start of the enrolment process and throughout the master's course, all participants will be assigned a person to help them resolve any doubts or questions related to the programme.

### Information and admissions

For further information, please contact us directly:

- At CEDEU's offices in Madrid
- The CEDEU website  
**[www.cedeu.es](http://www.cedeu.es)**
- By email to **[info@cedeu.es](mailto:info@cedeu.es)**
- By phone to  
**+ 34 917 254 439**

## OFFICIAL DOUBLE UNIVERSITY DEGREE



UNIVERSITÀ DEGLI STUDI  
DI CASSINO E DEL  
LAZIO MERIDIONALE



This Postgraduate Master's programme is a complete training programme of one academic year, whose curriculum, delivery and evaluation meet the academic quality criteria of the European Higher Education Area (EHEA).

Optionally and voluntarily, CEDEU offers to any participant in the programme who is interested in obtaining an Official University Degree, the possibility of simultaneously enrolling in the Official University Master's Degree accredited by one of the Italian universities listed in this mention.

Obtaining an Official Master's Degree will allow you, if you have a total of 300 ECTS, with your Bachelor's Degree studies and the official Master's Degree, to access the training for the Doctorate level, subject to a declaration of equivalence from the Ministry of Universities of the country in which you wish to do the Doctorate.



## CURRICULUM

Subjects	ECTS
Fundamentals of Digital Marketing	6
Digital Marketing Strategies	6
Web Analytics and SEO	6
Social Networks and Community Management	6
Online Advertising	6
Email Marketing and Automation	6
E-Commerce	6
Content Marketing and Storytelling	6
Mobile Marketing	6
Master's Thesis	6
<b>TOTAL</b>	<b>60</b>

## CAREER OPPORTUNITIES

Digital marketing offers a wide range of career opportunities in many different sectors, including both private companies and public institutions. Some of the most common opportunities for graduates in digital market include, among others:

**1 Expert in social networks**  
In charge of managing and developing communication and marketing strategies in social networks.

**2 Digital analyst**  
In charge of collecting, analysing and interpreting data in order to measure and improve digital marketing strategies.

**3 Content manager**  
In charge of creating and managing digital content, such as blogs, articles, videos and infographics, among others.

**4 Digital marketing consultant**  
Advising companies on how to use digital marketing strategies to achieve their business goals.

**5 SEO expert**  
In charge of optimising and improving the visibility of websites and content in search engines.

**6 Online advertising expert**  
Managing online advertising campaigns, using tools such as Google Ads, Facebook Ads, etc.

**7 Marketing analyst**  
Analysis and evaluation of marketing strategies to identify opportunities for improvement and optimisation.

**8 E-Commerce manager**  
In charge of developing and managing online sales strategies, such as online shops and marketplaces.

**9 Email marketing consultant**  
Developing and managing email marketing strategies to establish and maintain contact with customers.

**10 Digital marketing manager**  
Supervising and coordinating all digital marketing activities at an organisation, establishing objectives and strategies.

## TEACHING STAFF AND PARTNERS

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The CEDEU teaching staff for this Master's Degree in Digital Marketing is formed by a team of prestigious, qualified, specialised, expert professionals, both PhDs and business people and executives with extensive experience in university education and professional activities respectively.

To provide truly dynamic teaching focused on professionalisation, it is vital to have a first class teaching staff, competitive, with extensive experience of Masters programmes.

It is also important to benefit from the opportunities and debates that arise during the Master's programme.

Teacher-student links will be excellent, and students will also undertake internships in companies and public-private institutions.

During the course we will have the opportunity to share the classroom with the following lecturers and partners:



**Javier Aguilar**

Degree in Economic and Business Science.  
CEO of VML&YR Spain.



**Isabel Aguilera Navarro**

Architect and Town Planner. Degree in General Management and Master in Business Management and Marketing. Senior Executive at Hewlett-Packard-Compaq, Vodafone, Dell Computer, NH Hotels, Google and GE. Independent director at Indra, Laureate, Aegon, Banco BMN, Lar Spain, BFF Banca Fermafactoring, Oryzon, HPS, Canal de Isabel II, Cemex, Making Science and Clínica Baviera.



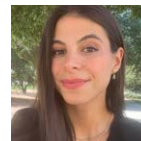
**Ricardo Alfaro Puig**

Degree in Law. Assistant CEO, Asepeyo. Member of the advisory boards of GVC-Gaesco and Tradisa.



**Carlos Alonso**

Head of education at HP Spain and of the project Reinvent the Classroom International. Former chair and member of the Edutech Cluster Board. Member of the SIMO and BETT organising committees.



**Marina Balseiro Lago**

HP Education Ambassador.



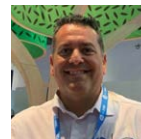
**Pedro Baños Bajo**

Colonel in the Spanish Armed Forces. Analyst, writer and lecturer on Geopolitics, Strategy, Defence, Security, Terrorism, Intelligence and International Relations.



**Salvador Bohigas**

Technical Architect with a Master's Degree in Data Science. CEO and founder of MSI Digital Builders.



**José Luis Díez**

Consultant and lecturer. Technologist for Education and Digital Transformation.



**Oscar Gámez Salcedo**

Degree in Marketing Business Management and MBA from IE. CEO and co-founder of Smash Digital Consulting. More than 25 years' experience.



**Carmen M. García**

Social Action and Equality. Chair of the Woman's Week Foundation.



**Gloria Campos Garcia de Quevedo**

Accredited Doctor of Technology. Active professional in the production and organisation of events with more than 25 years' experience.



**Daniel F. García Rosales**

Accredited Doctor. PhD in Audiovisual Communication, Advertising and Public Relations.

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**Eduardo Irastorza Vaca**

Combines work as a teacher at several schools and universities with that of consultant.  
Strategy and Communication Advisor at Excelia.



**Manuel López Delgado**

CEO of MIJ Hotels.



**Pablo López Tenorio**

Accredited Doctor. PhD in Company Economy, Master in Marketing and Sales Management.



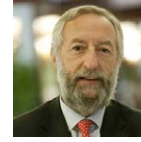
**Gustavo Martinez**

PhD in Business Studies.  
Managing Partner at The Cyranos & Partners.  
Board member of Point Me and Cleverman NY.



**Salvador Molina**

Extraordinary professor at more than 20 business schools. Journalist. Former President of Telemadrid. President of the ECOFIN Forum and the MAD FinTech cluster.



**Fernando Moroy**

PhD in Business Studies.  
Startup Finance. Director of the FinTech Academy. President of the Madrid Chapter - Keiretsu Business Angels Network of San Francisco. Finance Professor.



**José Moratilla**

Commercial and Operations Director of HCS Brands & Places.  
Expert with more than 30 years' experience in the audiovisual sector, applied technologies, artificial intelligence and singular marketing.



**Purificación Navarro**

Lawyer.  
Expert in Digital Law.  
Managing Partner at Oriola Navarro Abogados.



**Antonio Osorio**

Head of Vocational Education and Training at Grupo AE.  
Strategy and partnership on Education, Digital Business, Impact & Media.



**Miguel Pereda Mielgo**

CEO of Doede.



**José Luis Pérez Quintero**

Degree in Law. Director of the Security, Investigation and Fraud Prevention Departments of Promusicae and Agedi.



**Maite Ramos**

Degree in Business Studies. MBA from IESE.  
General Manager for Iberia at Dynabook Europe.



**Adolfo Sánchez Burón**

Accredited Doctor.  
PhD in Psychology, MBA. Teaches in the areas of consumer experience, business research and social startups.



**Tiffany Sánchez-Cabezudo Rina**

PhD in Law.  
Acting judge, provincial courts of Valladolid.



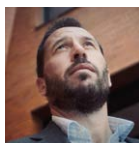
**Antonio Serrano Acitores**

PhD in Law.  
Expert in Digital Transformation, Innovation and Leadership from MIT.  
Business Director at Chiara.



**Jaime Scott Peña**

Executive with more than 25 years' experience in the Commercial, Marketing and Digital areas. B2B and B2C and multichannel experience.



**Jesús Torres**

Director of Corporate & Education Solutions at Crambo.  
Expert in EdTech, Innovation, Technology, Education, Strategy and Business.



# CONTENT

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Comprising 60 ECTS, the Master's Degree course in Digital Marketing consists of the following subjects:

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## FUNDAMENTALS OF DIGITAL MARKETING

**6 ECTS**

- Introduction to the basics of digital marketing, including online marketing strategies, social media marketing, web analytics, online advertising and SEO.

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## DIGITAL MARKETING STRATEGIES

**6 ECTS**

- Study of the different digital marketing strategies, including the planning and implementation of digital campaigns, social media management, email marketing and content marketing.

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## WEB ANALYTICS AND SEO

**6 ECTS**

- Web data analysis and search engine optimisation techniques to enhance website visibility and performance.

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## SOCIAL NETWORKS AND COMMUNITY MANAGEMENT

**6 ECTS**

- Study of the main social media platforms and the role of the community manager in managing a company's online presence.

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## ONLINE ADVERTISING

**6 ECTS**

- Study of the different online advertising techniques, including Google AdWords, ads on social media, display advertising and affiliate marketing.

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## EMAIL MARKETING AND AUTOMATION

**6 ECTS**

- Study of the design and implementation of email marketing campaigns and the automation of marketing processes using specific tools.



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## **E-COMMERCE**

**6 ECTS**

- Study of the basic aspects of e-commerce, including the creation and management of online shops, logistics and means of payment.

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## **CONTENT MARKETING AND STORYTELLING**

**6 ECTS**

- Study of the creation and distribution of relevant and attractive content to attract and retain customers.

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## **MOBILE MARKETING**

**6 ECTS**

- Study of specific marketing strategies for mobile devices, including mobile applications, mobile advertising and geolocation.

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## **MASTER'S THESIS**

**6 ECTS**

- The master's degree thesis is an academic activity in which the student is expected to demonstrate the knowledge acquired in their studies.

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Comprising 60 ECTS, the Master's Degree course in Digital Marketing is designed to provide students with the necessary knowledge to develop and

manage effective digital marketing strategies in a highly competitive and constantly evolving business environment.



## PARTNER COMPANIES AND ORGANISATIONS

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CEDEU has established a large number of agreements and partnerships with companies and institutions where our students complete internships as part of their academic development with us. Below are some of the companies that CEDEU partners up with to train young talents.





**Master's Degree in**  
**DIGITAL**  
**MARKETING**



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