

Education Products for the Department of Digital Marketing and Advertising

Knowledge

1. Analysis of the Arts and Methods of Advertising and Marketing Communication in the Management and Production of Digital Campaigns
2. Analyze and employ communication theories related to advertising and integrated marketing communication
3. Interpret consumer behavior and apply brand building strategies in the digital environment
4. Evaluate digital communication practices from an ethical perspective and analyze the phenomena of disinformation and rumors in the digital environment

Skills

1. Designing integrated digital advertising campaigns based on market analysis and target audience.
2. Applying research and analysis monologues in the management of digital platforms and brand accounts.
3. Producing professional digital media and advertising content in its various forms (textual, visual, interactive).
4. Use digital analytics tools and artificial intelligence techniques to measure performance and improve ROI.

Values

1. Commitment to credibility and transparency and avoiding misinformation in digital advertising practices.
2. Respect for human rights, data privacy and freedom of expression in the digital environment.
3. Promoting social responsibility and adherence to professional ethics and the laws regulating advertising and digital marketing communication.

