

Name of the SUBJECT 3.10. SPECIALIZATION IN COMPETITIVE TRENDS	ECTS credits 3 ECTS (75 hours), OPTIONAL
Duration, format and temporary location within the curriculum This subject will be taught throughout the fourth year of the degree.	
Previous requirements They are not established.	
Languages English/Spanish/Basque	
Basic skills <p>CB1. Students demonstrate knowledge and understanding of an area of study that builds on the foundation of general secondary education, and is often at a level that, while supported by advanced textbooks, also includes some aspects involving knowledge drawn from the forefront of their field of study.</p> <p>CB2. That students know how to apply their knowledge to their work or vocation in a professional way and have the skills that are usually demonstrated through the development and defense of arguments and problem solving within their area of study.</p> <p>Transversal Competences</p> <p>CT05- GLOBAL LOOK.- Know your roots and be curious to understand and respect the culture and history of other countries. Believing that multilingualism and all cultures have something to teach and not conforming to how things have always been done, but wanting to try new and different ways of doing things. Assume responsibly the existing problems in your world and be aware of and work for the environment and social justice for all beings that inhabit it.</p> <p>General / Personal Competences:</p> <p>CG7 Approaches the current reality and identifies possible future scenarios by analyzing the context from different perspectives, interconnecting ideas and knowledge</p> <p>Specific / Professional Skills:</p> <p>CE8 Knows and understands the implications of new trends in the management of organizations</p>	
Learning outcomes	

RA7_3 Faced with a diverse, interconnected, and multicultural social context, they are open, positive, and open-minded to address their implications in the short/medium/long term.

RA15_4 Is capable of proposing, designing and applying organization, management and direction tools, processes and methodologies that will lead the changes that will occur in organizations

Brief summary of contents

Competitive trends

- Diagnosis of competitive trends
- Main global competitive trends
- Impact of trends in the medium and long term
- Simulation of future sectoral scenarios

Digital marketing: How to build a social media plan

- Introduction to Digital Marketing
- Internal analysis
 - Social media audit
 - Audience and segmentation
- External analysis
 - Benchmarking analysis
 - Social media trends
- Objectives, strategies and KPI's
- Conversion funnel
- Social media channels
- Actions
 - Content plan and editorial calendar
 - Landing pages
 - Social Ads
 - Photo and video editing
 - Copywriting
 - Influencer marketing
- Social media analysis

Formation activities

The training actions planned for this module are the following:

- Development, writing and presentation of individual works (0.25 ECTS, 6.25 hours)
- Workshops oriented towards the acquisition of specific skills (0.5 ECTS, 12.5 hours)
- Online learning resources (1.5 ECTS, 37.5 hours)
- Activities and reflection dynamics both individually and in groups (0.25 ECTS, 6.25 hours)
- Accompaniment, mentoring and individual monitoring (0.25 ECTS, 6.25 hours)
- Training feedback (0.25 ECTS, 6.25 hours)

Evaluation system

All subjects will be assessed through the continuous assessment system through which constant information is provided to both teachers and students on the learning process throughout the academic period. As an indication, the criteria that will govern the grade evaluation system are the following:

- Those training activities aimed at the acquisition of knowledge and in which individual study predominates may be evaluated with oral and/or written tests that will correspond to a maximum of 40% of the final grade.
- On the other hand, those training actions aimed at the acquisition of practical competences of the subjects will be evaluated through the performance of different activities (work, cases, resolution of challenges, etc.) corresponding to a minimum of 60% of the grade. final.

Bibliography

Competitive trends

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S Pérez-Moreno, B Rodríguez, M Luque - Economic Modelling, (2016): Assessing global competitiveness under multi-criteria perspective. elsevier

R Camagni, (2017): Regional competitiveness: towards a concept of territorial capital. - Seminal studies in regional and urban economics, Springer.

MA Hitt, RD Ireland, RE Hoskisson (2016): Strategic management: Concepts and cases: Competitiveness and globalization.

Vendrell-Herrero, F. and Wilson, J. (2017): "Servitization for territorial competitiveness: taxonomy and research agenda", Competitiveness Review, Vol. 27 No. 1, pp. 2-11.
<https://doi.org/10.1108/CR-02-2016-0005>

Practical Applications of Market-Driven Scenarios: An Approach for Plausible Scenario Construction
B Golub, D Greenberg,(2018): R Ratcliffe - Practical Applications

Digital marketing: How to build a social media plan

Lozano-Torres, B.V., Marcos Fernando Toro-Espinoza, M.F., Diego Javier Calderón-Argoti, D.J. (2021): "Digital marketing: current tools and trends"

Quesenberry, K. (2015): "Conducting a Social Media Audit" <https://hbr.org/2015/11/conducting-a-social-media-audit>

Sapian, A., Vyshnevskya, M. (2019): "The marketing funnel as an effective way of the business strategy"

Thanasi-Boçe, M. (2017): "The role of social media in segmentation, targeting and positioning"