

Grado en Marketing y Comunicación Digital

Asignatura: Gestión de comunidades en entornos digitales.

Materia: Comunicación y relaciones públicas

Créditos: 6 ECTS

Programa: Grado

Modalidad: Presencial

Curso: Tercero

Semestre: Segundo

Curso Académico: 2026-2027

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2. Presentation

02.1 Description

Digital communities are the most direct way to find new customers and reach like-minded people. Digital platforms allow us to create an online community of our own, but to do this we need to know how to attract the public in the right way.

In this course, we will explore how to turn an online audience into a true community. We will analyze the most popular social media strategies and tools, such as Facebook, Instagram, LinkedIn or Tik Tok.

We will study how through free and paid tactics to grow the community with the aim of keeping an interested and "active" audience defining guidelines for the generation of content, planning, management and moderation of a digital community.

02.2 Relevant professional applications

At the end of the course students will be able to master the techniques of online marketing applied to the management of communities, as well as manage virtual communities with the aim of creating value and mastering the necessary technology and tools.

Possible employment opportunities:

Community Management for companies or personal projects, creation of "Personal Branding", Account Manager in digital marketing agencies or in-house in companies.

3. Learning outcomes of the degree

- RAT1 – The student will be able to recognize how market research results affect product design, marketing and communication.
- RAT2 – The student will be able to identify the relationships between planning, industrial and commercial strategies, and the benefit they bring to the company.
- RAT3 – The student will be able to relate the complexity of economic and social phenomena typical of the welfare society with technology, globalization and sustainability.
- RAT4 – The student will be able to defend a market research from a managerial attitude inspired by the value of consumer knowledge.
- RAT5 – The student will be able to describe marketing and sales policies as a guide to business activity taking into account the culture, policy and objectives of the company.
- RAT6 – The student will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish and a third language, particularly English.

- RAT7 – The student will be able to apply digital technologies (at the right time) in their field of expertise.
- RAT8 – The student will be able to develop traditional marketing and online communication strategies, adapted to the business strategy.
- RAT9 – The student will be able to predict the evolution of the markets, using quantitative and predictive tools with a strategic focus on the search for opportunities and threats.
- RAT10 – The student will be able to analyse the operating accounts of the different strategic business units of a company as a basis for objective diagnosis in commercial and marketing decision making.
- RAT11 – The student will be able to develop the company's image, identity and culture strategy, according to corporate and marketing objectives, in traditional and online sales channels.
- RAT12 – The student will be able to interpret the analysis of data and information, with critical vision towards the results.
- RAT13 - The student will be able to select concrete communication actions taking into account the nature of the stakeholders and their profitability.
- RAT14 – The student will be able to provide innovative, creative and entrepreneurial solutions in professional situations.
- RAT15 – The student will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental and professional responsibility.
- RAT16 – The student will be able to apply the gender perspective in the professional tasks.
- RAT17 – The student will be able to design commercial strategies and traditional marketing and online consisting of detailed analysis of macro and micro environment elements.
- RAT18 – The student will be able to design the organizational structure of the marketing and sales departments according to criteria of profitability, efficiency, encouragement of commitment and continuous improvement.
- RAT19 – The student will be able to design the strategic integration of the commercial and marketing activity of the company with the different functional areas of the same.
- RAT20 – The student will be able to create strategies on the marketing mix, consistent with the policy and objectives of the company and considering the strategies of competitors.
- RAT21 – The student will be able to formulate sales forecasts, anticipating trends and discontinuities, to meet the established objectives.
- RAT22 – The student will be able to design business plans focused on increasing the value of the company's customers, taking advantage of the digital dimension of the company.
- RAT23 – The student will be able to design policies of corporate social responsibility that collaborate in improving the image and competitiveness of the company, with social balances and aligned with the mission and vision of the company.
- RAT24 – The student will be able to formulate a business strategy that considers the interests and needs of stakeholders to create relationships of trust.
- RAT25 – The student will be able to develop internal and external communication plans aligned with the corporate strategy as reinforcement of the company's position in the market, the perception of value by customers and the commitment of employees.

4. Learning outcomes of the subject

- RAM4 – The student will be able to properly use the presence of organizations in digital environments for content management through online communication channels, through practical simulation cases.
- RAM5 - The student will be able to correctly apply brand and branding strategies in the online environment in the development of the brand-consumer relationship through mobile marketing and new emerging media through the realization of role plays.
- RAM6 – The student will be able to apply relevant fundamental marketing techniques in media and social networks and creating links with the consumer.
- RAM7 - The student will be able to plan progressively, from a specific digital advertising strategy and campaign, to the comprehensive digital marketing plan of a company, through the presentation of projects carried out in groups.
- RAM8 – The student will be able to apply the knowledge of affiliate marketing, the business model they represent and the possible strategic approaches to operate in this medium through the performance of written exercises.

5. Contents

Digital communities are the most direct way to find new customers and reach like-minded people. Digital platforms allow us to create an online community of our own, but to do this we need to know how to attract the public in the right way. In particular:

- Introduction to managing communities in digital environments
- Tools for managing communities in digital environments
- Transparency and visibility for the community
- Content strategy and frequency of publication
- Web management and digital resources
- Introduction to analytics: getting to know our communities better

TOPIC 1: INTRODUCTION TO COMMUNITY MANAGEMENT IN DIGITAL ENVIRONMENTS – DEFINITION AND FUNCTIONS

- 1.1 Definition of Community
- 1.2 The community manager
- 1.3 Community management actions

TOPIC 2: TOOLS FOR MANAGING COMMUNITIES IN DIGITAL ENVIRONMENTS

- 2.1 Facebook & Instagram
- 2.3 Twitter
- 2.4 Tik Tok
- 2.4 LinkedIn

2.5 Other social networks

2.6 Tools for community management

2.7 Research methods and techniques on communities in digital environments

TOPIC 3: TRANSPARENCY AND VISIBILITY FOR THE COMMUNITY

3.1 Transparency as a strategic objective

3.2 Professional deontology and ethics of communication

3.4 Content curation: definition, functions and actions

3.5 Involving the community: competitions, raffles, debates, etc.

3.6 Crisis management before and with a member of the community

TOPIC 4: CONTENT STRATEGY AND PUBLICATION FREQUENCY

4.1 Analysis of the content and frequency of publication on the main social networks. Guidelines for designing content strategies on social networks.

4.2 Design of content on social networks.

4.3 Content programming

4.4 Influencers and viralization

TOPIC 5: WEB MANAGEMENT AND DIGITAL RESOURCES

5.1 Types of Content Marketing

5.2 Web writing

5.3 Resources for creating online content

TOPIC 6: WHAT WE KNOW ABOUT OUR COMMUNITIES: INTRODUCTION TO ANALYTICS

6.1 Introduction to Analytics.

6.2 Analysis of our community.

6.3 Redesign of strategies based on the results obtained

TOPIC 7: Application of Corporate Social Responsibility in the management of communities in digital environments to ensure a better sustainable community and continuity in the awareness of its importance.

6. Methodology

Learning outcomes	Teaching Methodology	Learning Activities
Knowledge	Master class	Teacher's presentations
	Instructional sessions	Student's presentations
	Tutoring	Meetings for the resolution of doubts
	Learning based on readings	Reading and analysis of documents
Skills	Learning based on projects	Problem solving
	Learning based on audio-visual	Audiovisual analysis
	Case-based learning	Search and processing of information Problem solving
Competencies	Project-based learning	Reporting Submissions of reports or papers

7. Evaluation

Evaluation system	Weight
Continuous evaluation: exercises, problems, reporting, papers, case studies	40 %
Mid-term Exam	20 %
Final Exam	40 %

The regulations include the obligation of 75% attendance.

- Absences are divided into two categories: justified and unexcused. Excused absences are those that can be demonstrated with a proof. All other absences are considered unjustified absences.
- The supporting documents must be delivered within a maximum period of 7 days to the teaching staff and clearly include the student's personal data as well as the date and time in which the student did not attend to a class.

Continuous assessment

The final grade for the subject is calculated based on the weighting of three evaluation blocks, divided into evaluable activities:

A. Midterm exam: 20%

B. Exercises, problems, preparation of reports, assignments, presentations: 40%

1. Four evaluable activities: 5% each
2. A group assignment or report: 10%
3. A group presentation: 10%

C. Final exam: 40%

These three blocks will only be weighted if the final exam grade is equal to or greater than 4.0. If the final exam grade is less than 4.0, the subject cannot be passed.

In the event that the subject is failed and, in turn, the final exam grade is less than 5.0, the student can recover the final exam with an additional test. If the weighted grade for the activities in section B is less than 5, this is also recoverable. With the result obtained, the final grade for the subject will be calculated according to the previous criteria.

Students who do not attend evaluative activities with a weight greater than 50% will receive an overall course grade of "Not presented."

Single Evaluation

The single evaluation consists of a single exam that is equivalent to 100% of the course grade. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test. In case of obtaining a grade lower than 5.0, the student has the right to a make-up exam.

To benefit from the single evaluation, it is necessary to send a written request to the coordination during the first 15 business days of the course.

8. Bibliography

8.1 Basic Bibliography

- Thelwall, M. (2021). Word association thematic analysis: a social media text exploration strategy. Synthesis Lectures on Information Concepts, Retrieval, and Services, 13(1), i-111.
- Gestión de comunidades virtuales. COMM006PO Referencia 16632 Autor: José Antonio Berenguer Berenguer ISBN: 978-84-9198-663-8

8.2 Complementary bibliography

- M. Rodriguez, Brand Storytelling: Put Customers at the Heart of Your Brand Story (2020), ASIN: B0853ZT7NB
- Nemes, L., & Kiss, A. (2021). Social media sentiment analysis based on COVID-19. *Journal of Information and Telecommunication*, 5(1), 1-15.
- Maniou, T. A. (2021). Semantic analysis of cultural heritage news propagation in social media: Assessing the role of media and journalists in the era of big data. *Sustainability*, 13(1), 341.