

# EPDM+

## Executive Program in Digital Marketing

Barcelona  
150 hours

The EPDM + prepares marketing and communication professionals with an in-depth understanding of all the necessary disciplines as well as providing them with a knowledge of all the key tools for the planning, execution and budgeting of a global marketing plan in an increasingly digital market environment. To achieve this it has an extensive faculty consisting of expert teachers in each subject who accompany the student in an eminently practical learning experience.

### WHY THE EPDM+?

- ▲ Methodology: "Learning by doing", a program designed and owned by The Valley, with more than 50 hours teaching in workshops, workshops with tools, and a review of successful case studies of companies in the sector
- ▲ Real cases explained by professionals in the sector
- ▲ The only marketing program in which students carry out digital marketing campaign practices with real investment
- ▲ End of Program Project executed in small groups (maximum 5 students) in which students design and carry-out a real marketing and digital communication strategy

### WHAT WILL YOU ACHIEVE?



Master the disciplines  
of digital marketing



Work on a real marketing and  
digital communication strategy



Test the marketing plan with  
real campaigns



Learn the latest trends in  
online marketing

### EPDM+ IN FIGURES

**10**  
promotions  
in Barcelona  
and Madrid

**45**  
expert  
teachers

**250**  
students have  
completed the  
EPDM+

**50**  
hours of  
practical  
sessions



**FEBRUARY**



**THURSDAY**

7:00 PM - 10:00 PM

**FRIDAY**

4:00 PM - 9:00 PM



**6.500€**

SEE  
FINANCING  
CONDITIONS



**THE VALLEY**

PASSEIG  
D'ISABEL II 12  
08003  
BARCELONA

## WHY THE VALLEY?

The Valley is a digital ecosystem located in Madrid, Barcelona and Canary Islands and made up of The Valley Digital Business School; a digital startups coworking; and The Valley Talent, a headhunter specialized in digital profiles. We accompany people and companies to prepare them for the new environment by connecting talent, knowledge and innovation.

## METHODOLOGY

Combining theory with practice, we focus on a participatory method with examples based on real cases taught by experts from each of the disciplines. Where the structure allows, the Learning by Doing methodology is applied whereby students learn by developing and executing their own projects or case studies. This methodology guarantees student participation in the sessions and increases motivation thereby achieving long-term internalized learning.

## WORKSHOP: PROJECT TUTORIALS

Throughout the EPDM +, students will develop a project for a digital marketing and communications plan working in small groups (maximum of 5 students) that are supervised by experts from each field.

## PROGRAM

1

### FUNDAMENTALS OF DIGITAL MARKETING

Digital Marketing Fundamentals  
Ecosystem, players and digital marketing profiles.  
Trends  
Legal aspects of digital marketing

2

### RESEARCH & DIGITAL STRATEGY

Research & Validation of digital tools  
Digital Branding  
Performance marketing  
**PRACTICAL WORKSHOPS**  
Lean marketing + design thinking  
Digital Strategy

3

### INBOUND MARKETING

#### 1. INTRODUCTION TO INBOUND MARKETING

Inbound Marketing fundamentals  
Digital content plan  
**PRACTICAL WORKSHOPS**  
Marketing automation: Inbound tools. Hubspot

#### 2. SEO

Search Engine Marketing: SEO  
Mobile Markets Marketing: ASO  
**PRACTICAL WORKSHOPS**  
Workshop: SEO

#### 3. SOCIAL MEDIA

Social media strategy  
Twitter, LinkedIn, Facebook & Instagram, Youtube  
Tools and metrics in social media  
**PRACTICAL WORKSHOPS**  
Case: Social Media Marketing  
Workshop: Social Media

#### 4. CRM & LOYALTY

Recruitment and loyalty: from eCRM to socialCRM  
Email marketing

4

### OUTBOUND MARKETING

#### 1. SEM

Search Engine Marketing: SEM  
**PRACTICAL WORKSHOPS**  
SEM. Google Adwords

#### 2. SOCIAL ADS

Advertising formats in Social Media  
**PRACTICAL WORKSHOPS**  
Facebook Ads

#### 3. DIGITAL ADVERTISING

Advertising models and media plans  
Creativity & branded content  
Market data for media planning (Comscore)  
Advertising and formats  
Programmatic advertising and RTB (buying and selling)

#### **PRACTICAL WORKSHOPS**

Case: Programmatic advertising campaign  
Digital Advertising

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## DIGITAL MARKETING ANALYTICS

Analytics applied to digital marketing  
 Campaign analysis and dashboards  
 Attribution models and market standards  
**PRACTICAL WORKSHOPS**  
 Workshop: Google Analytics

# 7

## REAL CAMPAIGNS

**Workshops with real investment in online marketing campaign \***  
 Campaigns strategy & KPI's  
 Landing pages creation & CRO  
 Campaigns setup: Google Adwords & Facebook Ads  
 Optimization and reporting  
 \*The workshops are distributed throughout the program with the aim of complementing in a practical way the training itinerary

## PROJECT EVALUATION CHART

For the evaluation of the final project, we have an evaluation tribunal made up of professionals specialized in digital marketing.

## TEACHERS

### FUNDAMENTALS OF DIGITAL MARKETING

**Javier Navas**  
 Co-Founder and CEO at Zadig Experience

**David Jordan**  
 CEO Jarvis Digital

### RESEARCH & DIGITAL STRATEGY

**David Jordan**  
 CEO Jarvis Digital

**Julio García**  
 Engagement Mobile Marketing Manager en Telefonica

### INBOUND MARKETING

**Julie Franck**  
 Digital Field Marketing Manager at Marriott

**Jenny Jobring**  
 Global Social Media Manager at Red Bull

**Mark Ralphs**  
 Partner and UK Managing Director at Good Rebels

**Sophie Steffen**  
 Digital Marketing & Project Manager at TravelPerk

**Dot Lung**  
 Managing Director at California Digital .

**Eleazar Santos**  
 Director at Good Rebels

**Michiel Das**  
 Global Search Manager (SEO & SEM) at SEAT

**Juan Pablo Sánchez**  
 CEO & Inbound Director at Small Job

# 6

## BUDGET PLANNING & EXECUTION

Budget planning and execution  
**PRACTICAL WORKSHOPS**  
 Case: Marketing Plan  
 Marketing Plan

## USED TOOLS



### OUTBOUND MARKETING

**David Costa**  
 Head of Performance & Programmatic at PHD

**Bill Krumperman**  
 Head of the Advertising Platform at Schibsted Media Group

**Andreas Akesson**  
 Enterprise Sales Director at Adform

**David Costa**  
 Head of Performance & Programmatic at PHD

**Alejandro Teodoro**  
 Branded Content Director en Godó Strategies - Grupo Godó

### DIGITAL MARKETING ANALYTICS

**Sophie Steffen**  
 Digital Marketing & Project Manager at TravelPerk

**Michaela Mairinger**  
 Digital Marketing Consultant at Rosa Clará Group.

### BUDGET PLANNING & EXECUTION

**Victor Roca**  
 CMO at Deliberry

**Kim Ruiz**  
 CMO at Etailers ecommerce S.L

**Demis Torres**  
 CEO at Mascoteros

**Juan Carlos Expósito**  
 Fundador Heyhoods

### REAL CAMPAIGNS

**Sophie Steffen**  
 Digital Marketing & Project Manager at TravelPerk

## THE VALLEY EXPERIENCE



*Digital marketing does not only mean using techniques and tools to position products in the market. It is about establishing relationships with customers through a social, dynamic and interactive process. Knowing in depth the different disciplines to achieve that goal and knowing how to manage them optimizing the results, will be key to be able to raise and execute a marketing plan. What better way to learn than doing practices and investing real money in campaigns?*

**Juan Luis Moreno**

Program Director and Chief Academic & Strategy Officer at The Valley

*Having studied at The Valley has opened me the doors to a new world, the digital one, which is already here. Entities such as The Valley are the ones that enhance this digital change thanks to the training they do. If, in addition to receiving this new knowledge, you meet with great professionals and better people, the only words that come to my mind are those of gratitude. Now I feel ready to face this new stage in my professional life, which I hope will be fruitful*

**José Rodríguez Prieto**

Communication & Product Marketing Manager at Madrid Segway



*In these lines, I could explain all the positive things that studying the EPDM+ has provided me with, but instead of that, I would like to encourage you to live the amazing experience of this training, as that is what it has been for me. In my case, it has given me a solid knowledge of digital marketing, hours of practice, books to keep on learning, effort, much effort, creativity to face challenges, teachers, and excellent classmates who now are friends. They were 5 intense months that I recommend to anyone who wants to expand their knowledge of an exciting and constantly evolving world, such as the digital one*

**Raquel Herruzo**

Brand Manager at Vocento

## BECOME A #VALLIAN

- ▲ Access to our employment service, with more than 200 offers managed per year
- ▲ Join the Cookie Afterwork, a community of experts in programmatic advertising (teachers, students and other experts) that meet once a month
- ▲ Stay updated with the events of continuous training in the latest trends in the digital sector
- ▲ Follow up with the monthly Newsletter, with job offers and news from the sector



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