



Comillas Summer School

Digital Marketing and Digital Business

This course introduces students to digital marketing and digital business as a client-oriented approach within the marketing mix. It covers the evolution of the Internet and the digital economy, the behaviour of the digital consumer, and the design and execution of a digital marketing plan, including key tools (e-commerce, social media, martech) and performance measurement through web analytics and KPIs.

General Information

Credits: 10 ECTS

Language: English

Delivery mode: On-site

Location: Alberto Aguilera 23 (Madrid)

Dates: 22/06/2026 - 17/07/2026

Duration: 4 weeks (full-time)

Academic area: Digital Marketing / Digital Business

Learning Objectives

Students will be able to:

- Design a basic digital marketing plan and select appropriate tools (SEO/SEM, inbound, social media, e-commerce) aligned with business goals
- Measure and optimise digital marketing performance using key metrics, dashboards, and web analytics concepts

Fees, deadlines, and discounts

- Price: €2,000
- Enrolment deadline: 15 May. Late applications may be accepted, subject to availability.
- Early Bird: until 15 April, 20% off
- Additional discount: €100 for students from the IAJU Network and IPBS Network
- Summer School materials indicate the course price includes enrolment + course materials, diploma, transcript of records, access to university services, and site/cultural visits/activities.

Course content

Block 1

- From traditional to digital marketing: CRM, customer journey and data-driven marketing
- Internet, the digital economy, and key digital platforms
- Digital marketing within the marketing mix (product, price, distribution, communication)

Block 2

- Digital consumer profiles and behaviour
- Digital natives and generational patterns
- Neuromarketing and decision-making in digital contexts

Block 3

- Digital customer journey and new purchase paths
- Acquisition tools (SEO/SEM, inbound, social media) and user experience basics
- Structure and development of a digital marketing plan

Block 4

- E-commerce and digital business models
- Key digital tools and online reputation management
- Web analytics, KPIs, dashboards and testing (A/B, multivariate)

Assessment, exams, and attendance

- Attendance: minimum 90% required
- Exams: Assessment is based on participation, assignments and course deliverables, and/or exams when specified by the professor.
- Final grade:
 - 0 – 4.9: Suspenso (SS) - Fail
 - 5.0 – 6.9: Aprobado (AP) - Pass
 - 7.0 – 8.9: Notable (NT) - Very Good
 - 9.0 – 10: Sobresaliente (SB) - Excellent

Entry requirements

- Aimed at undergraduate students.
- For English-taught courses, a minimum B2 English level is required. Accepted proof includes certificates such as Cambridge, IELTS and other equivalents or an official confirmation of English level issued by the student's home university.

Application process

- Email pre-registration: Send an email to summer.school@comillas.edu indicating: Course name; Full name; Email address; Passport number.
- Access to the application platform: After your registration is processed, Comillas will open access to the online application platform.
- Upload required documents (via the platform), typically including: Passport copy; ID photo; Proof of health insurance



Accommodation

Comillas collaborates with official partners to offer students a range of recommended accommodation options during Summer School, including Lodgerin, Neelo, Homiii, Colegio Mayor Loyola.

- [Lodgerin](#)
- [Neelo](#)
- [Homiii](#)
- [Colegio Mayor Loyola](#)

If you would like to explore more options, you can also visit our [website](#)

Cultural activities

- Experience Spain beyond the classroom. All courses include cultural activities, such as city tours, visits to nearby cities, museum visits, sports activities, and other social events.
 - Welcome & closing ceremony: All participants are invited to the official welcome and closing ceremonies.
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Informational sessions

Two online informational sessions are organised each month. If you would like to participate, please contact the Comillas Summer School team and we will send you the invitation details.

For more information, please contact:

- Xinyi Ying - yxinyi@comillas.edu
- Summer.School@comillas.edu