DEMS

...

PR1 Overview

GDAŃSK UNIVERSITY
OF TECHNOLOGY

P.PORTO
ISCAP

TURKU AMK
TURKU UNIVERSITY OF
APPLIED SCIENCES

Utrecht
University

Funded by
the European Union

Welcome!

DEMS.PRO

Today's Speaker Is....

Paulo,
Representing the
Portuguese team

Hi, My Name Is Paulo,...

"Computers are useless. They can only give you answers."

— Pablo Picasso

I don't know if computers are useless, but they save me a lot of time. Time I can use to go mountaineering and trekking.

— Paulo Botelho Pires

What is PR1 ?..

PR1 – Transversal Digital Marketing Curricula

PR1 – Transversal Digital Marketing Curricula,…

01   Analysis of the curricular plans   *Completed*

02   Focus Group   *Completed*

03   Interviews   *Completed*

04   Survey   *Completed*

05   Statistical Report   *Completed*
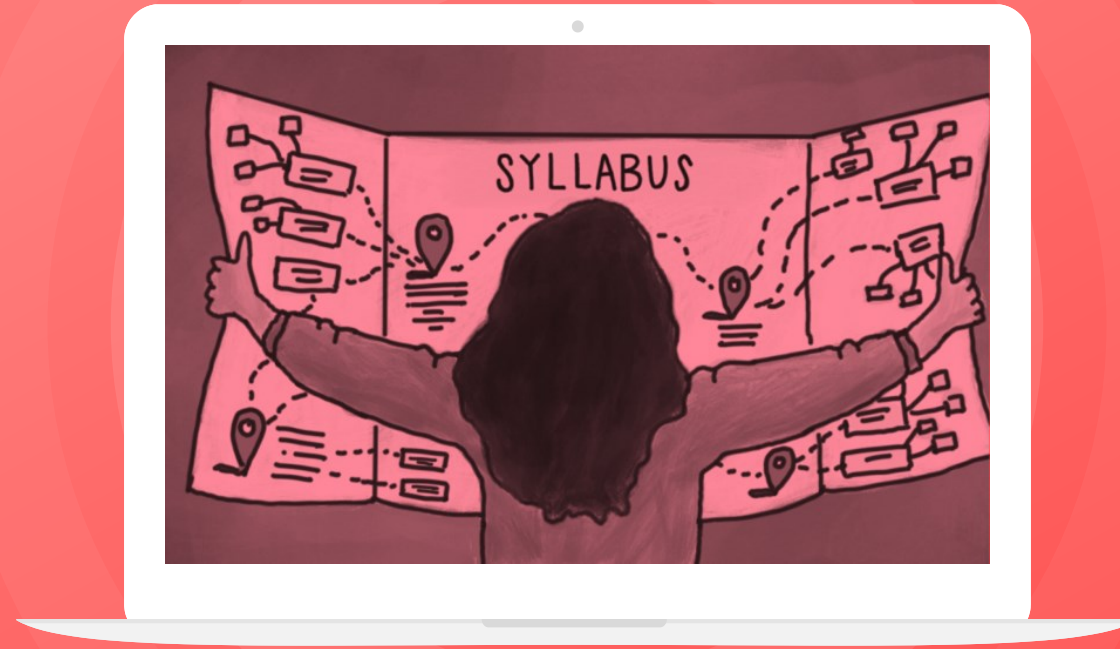
06   Development of curricular plans

07   Website

1
Month

23
Days

Analysis of the curricular plans",...

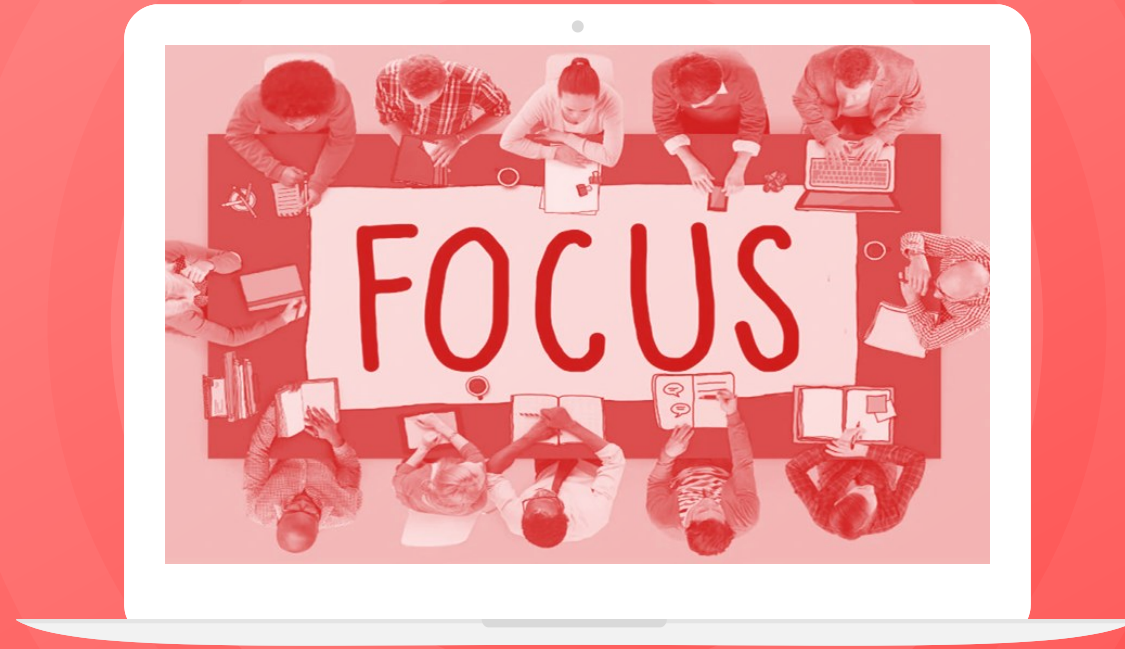# Analysis of the curricular plans

Several main themes are recurrently referred to, these being:

a) Digital Marketing Strategy

b) Digital Advertising

c) Search Engine Optimization

d) Social Media

e) E-mail

f) Analytics

g) Web Content

Focus group",...

Working

2/7

Focus group

a) Before you can understand digital marketing, you need to understand marketing

b) There are two topics that were the centre of the discussion, being referred to as the most important in any digital marketing curriculum plan. They are strategy and customer experience

c) The participants mentioned that a digital marketing curriculum should include the following topics: Strategy, Customer Experience, web content, SEO, digital advertising, analytics, social media, website, E-Commerce

d) It is necessary to have professionals who can see digital marketing as a whole

Focus group

e)   A curricular plan as comprehensive as possible.

f)   Comprehensive courses and specialized courses (by blocks).

g)   Intensive fast courses (1 to 3 days)

h)   The participants also mentioned that the curricular plan should include a strong practical component

i)   A final topic was mentioned: Online sales. Mandatory and crucial in B2B markets: E-Seller (digital selling).

Interviews",…
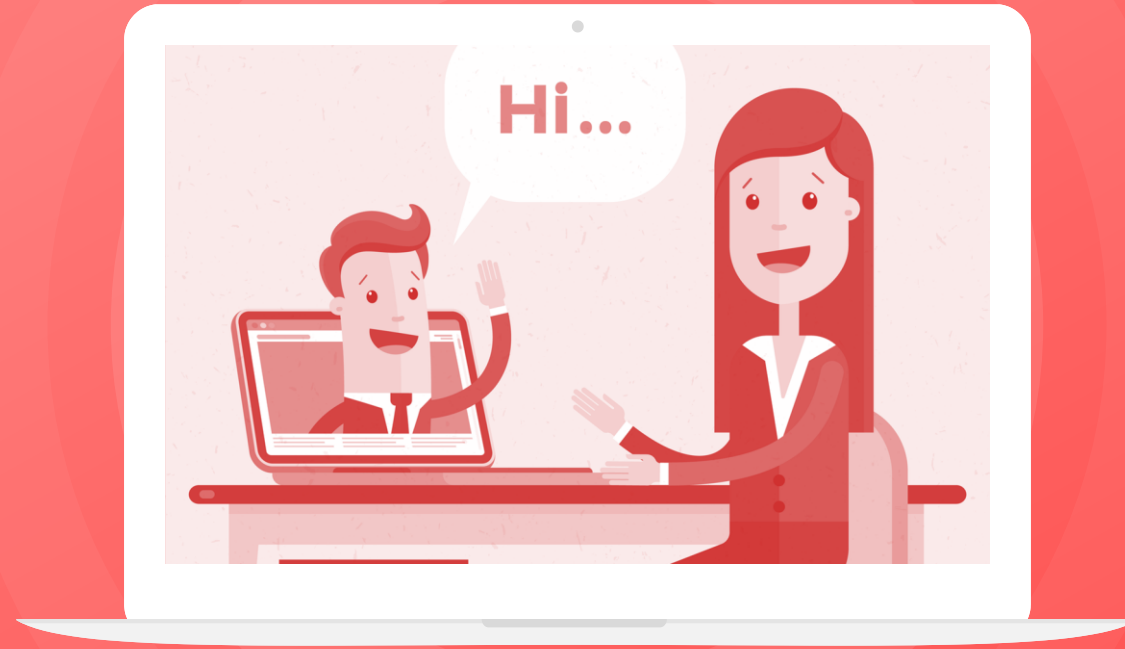
3/7

Working

Interviews

a)   What are the main topics that should be included in digital marketing courses?

b)   Do you consider it relevant that professionals have knowledge or skills in basic marketing topics such as positioning, branding, value propositions, differentiation, communication, and marketing strategies? Why do you think so?

c)   What is your opinion on the presence of a module about digital strategy and that interconnects digital strategy with the company's strategy?

d)   What about the Customer Experience (Consumer journey, Client Centricity, Sales funnel, Leads, Conversion, etc.)?

Interviews

e) What do you think about the existence of an e-selling module?

f) Do you consider generic training in digital marketing or specialisation by blocks in certain areas more relevant? Or do you consider it important to have a comprehensive generic training and then specialisation in one area?

g) The training should include the theoretical concepts and practical application of these or should be directed to the tools only. Please justify your opinion.

h) Regarding the level of depth of skills or knowledge of digital marketing courses. What is your opinion on this matter?

Survey",...

4/7

Working

Identifying

Reaching

fatigue

Selecting

Refusing

Lying

Heavy Burden
Confirmed, Wanting,...

Difficulty in getting 200 responses in individuals who work in SMEs, digital marketing and have management positions

Survey

a) Four sections

1. Job description

2. Digital marketing activities

3. Digital Marketing Courses

4. Introductory Digital Marketing Course and Digital Marketing Specialisation Blocks

b) Five languages

c) Questionnaire was open for over 2 months

d) 350 responses

e) Average time to complete = 23:40

Statistical Report",...

5/7

Working

Finally some light at the end of the tunnel!

Data analytics sheds light on what professionals do
and
what needs to be learned in digital marketing!

Four questions ",..

1st Point

2nd Point

The questionnaire contains four questions which are the ones intented to answer the research objectives

3rd Point

4th Point

1

"Select all the digital marketing activities you have performed or participated in in the last 7 days".

2

"Indicate the degree of importance of each module for inclusion in this introductory digital marketing course".

3

"Indicate what degree of importance you attach

to each block of digital marketing specialisation".

4

"Please indicate what level of knowledge you would like to have after completing each block of digital marketing specialisation".

Finally,...
Let's go to the data ....

1

Number of responses broken down by country

	Finland	Portugal	Poland	Netherlands	Other	Total
Responses	111	106	65	39	13	334
Percentage	33%	32%	19%	12%	4%	100%
Cumulative	33%	65%	84%	96%	100%	

Digital marketing activities

Activities

Analytics	E-Mail Marketing	Web Content	Leads	Web Design
Digital Marketing Strategies	SEO	E-Commerce	CRM	Digital Selling
Social Media	Website	Conversion Rate Optimization	Reputation Management	Digital Public Relations
Digital Advertising	Landing Pages	Customer Experience	User Experience	Other Activity

Page / 30

Digital marketing activities performed

Groups	Activities Perform	Total	Percentage
①	Analytics	245	73%
	Digital Marketing Strategies	235	70%
	Social Media	234	70%
②	Digital Advertising	206	62%
③	Web Content	186	56%
	E-Mail Marketing	180	54%
	SEO	170	51%
	Website	170	51%
	Landing Pages	163	49%
④	E-Commerce	131	39%
	Conversion Rate Optimization	127	38%
	Customer Experience	126	38%
	Leads	126	38%
	CRM	103	31%
	Reputation Management	96	29%
	User Experience	96	29%
	Web Design	93	28%
	Digital Selling	82	25%
	Digital Public Relations	71	21%
	Other Activity	17	5%

1

Number of different digital marketing activities performed

Number of Different Activities	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Number of Responses	13	12	17	23	30	19	32	35	20	23	23	21	19	15	9	8	5	2	7	1
Percentage	4%	4%	5%	7%	9%	6%	10%	10%	6%	7%	7%	6%	6%	4%	3%	2%	1%	1%	2%	0%

**Average
8,6**

Number of different digital marketing activities performed
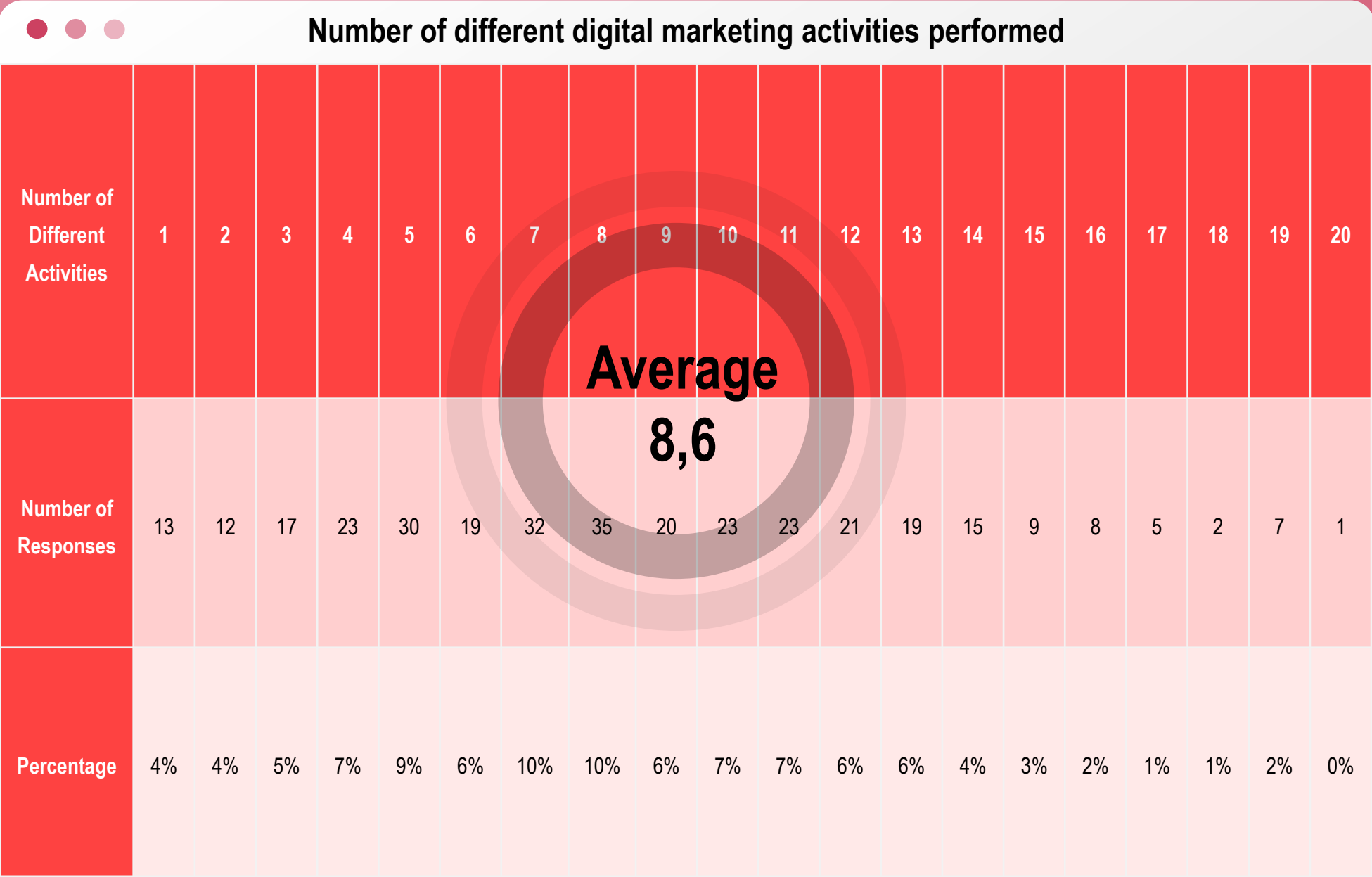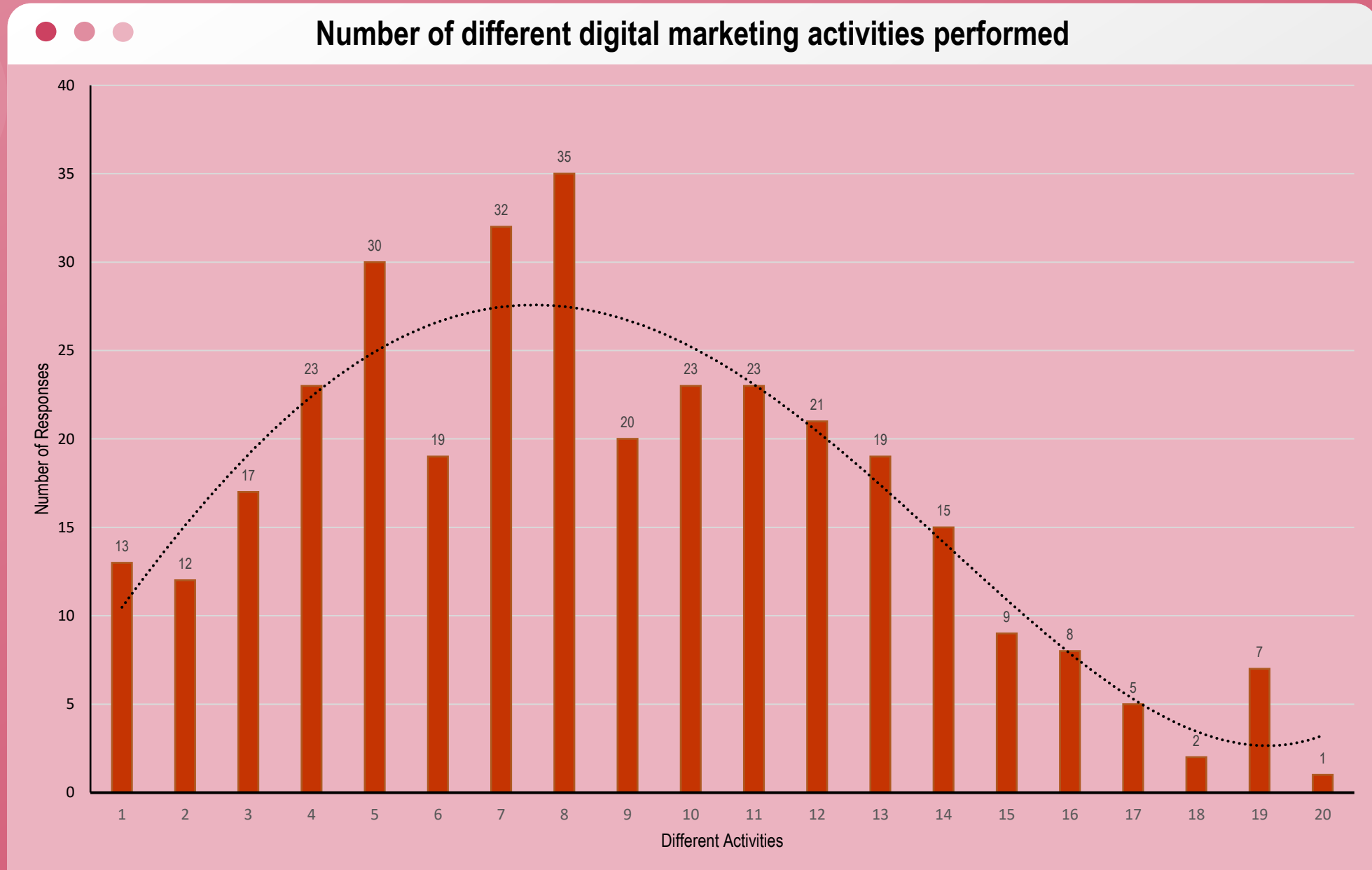
Association between activities performed

Nº Persons	Activities Perform	Analytics (website, Social Media, etc.)	Digital Marketing Strategies	Social Media	Digital Advertising	Web Content	E-Mail Marketing	SEO	Website (building or updating)	Landing Pages	E-Commerce	Conversion Rate Optimization	Customer Experience	Leads	CRM	Reputation Management	User Experience	Web Design	Digital Selling	Digital Public Relations	Other Activity
245	Analytics	-	80%	74%	69%	65%	59%	62%	60%	58%	44%	49%	41%	47%	31%	31%	34%	31%	29%	22%	5%
235	Digital Marketing Strategies	80%	-	76%	69%	61%	59%	58%	54%	57%	45%	47%	43%	45%	33%	37%	34%	30%	31%	25%	4%
234	Social Media	74%	76%	-	73%	65%	61%	55%	53%	52%	41%	40%	38%	41%	30%	34%	28%	32%	26%	25%	5%
206	Digital Advertising	69%	69%	73%	-	63%	62%	60%	55%	59%	48%	46%	39%	48%	33%	37%	29%	33%	32%	28%	5%
186	Web Content	65%	61%	65%	63%	-	65%	66%	67%	60%	41%	45%	42%	44%	32%	37%	38%	38%	28%	25%	6%
180	E-Mail Marketing	59%	59%	61%	62%	65%	-	62%	63%	62%	48%	48%	42%	49%	40%	32%	34%	35%	31%	28%	6%
170	SEO	62%	58%	55%	60%	66%	62%	-	70%	71%	52%	56%	44%	46%	34%	33%	42%	37%	34%	22%	6%
170	Website	60%	54%	53%	55%	67%	63%	70%	-	67%	42%	48%	44%	44%	38%	36%	40%	41%	29%	26%	8%
163	Landing Pages	58%	57%	52%	59%	60%	62%	71%	67%	-	48%	55%	45%	54%	41%	35%	44%	39%	36%	25%	7%
131	E-Commerce	44%	45%	41%	48%	41%	48%	52%	42%	48%	-	52%	52%	47%	43%	31%	45%	40%	41%	26%	5%
127	Conversion Rate Optimization	49%	47%	40%	46%	45%	48%	56%	48%	55%	52%	-	55%	62%	39%	39%	47%	33%	45%	24%	6%
126	Customer Experience	41%	43%	38%	39%	42%	42%	44%	44%	45%	52%	55%	-	49%	46%	40%	56%	35%	38%	30%	6%
126	Leads	47%	45%	41%	48%	44%	49%	46%	44%	54%	47%	62%	49%	-	49%	39%	40%	37%	40%	29%	6%
103	CRM	31%	33%	30%	33%	32%	40%	34%	38%	41%	43%	39%	46%	49%	-	36%	47%	39%	39%	34%	4%
96	Reputation Management	31%	37%	34%	37%	37%	32%	33%	36%	35%	31%	39%	40%	39%	36%	-	48%	45%	40%	38%	6%
96	User Experience	34%	34%	28%	29%	38%	34%	42%	40%	44%	45%	47%	56%	40%	47%	48%	-	49%	46%	32%	8%
93	Web Design	31%	30%	32%	33%	38%	35%	37%	41%	39%	40%	33%	35%	37%	39%	45%	49%	-	32%	32%	8%
82	Digital Selling	29%	31%	26%	32%	28%	31%	34%	29%	36%	41%	45%	38%	40%	39%	40%	46%	32%	-	35%	2%
71	Digital Public Relations	22%	25%	25%	28%	25%	28%	22%	26%	25%	26%	24%	30%	29%	34%	38%	32%	32%	35%	-	3%
17	Other Activity	5%	4%	5%	5%	6%	6%	6%	8%	7%	5%	6%	6%	6%	4%	6%	8%	8%	2%	3%	-

2

Modules of the introductory course in digital marketing

Modules				
IC - Social Media	IC - SEO	IC - Landing Pages	IC - E-Commerce	IC - Website
IC - Analytics	IC - Web Content	IC - User Experience	IC - Digital Selling	IC - Web Design
IC - Digital Advertising	IC - E-Mail Marketing	IC - Leads	IC - CRM	IC - Digital Public Relations
IC - Digital Marketing Strategies	IC - Customer Experience	IC - Conversion Rate Optimization	IC - Reputation Management	IC - Artificial Intelligence

Average of the modules of the introductory course in digital marketing

Modules	Mean
IC - Social Media	4,46
IC - Analytics	4,43
IC - Digital Advertising	4,39
IC - Digital Marketing Strategies	4,30
IC - SEO	4,30
IC - Web Content	4,17
IC - E-Mail Marketing	4,10
IC - Customer Experience	4,04
IC - Landing Pages	4,04
IC - User Experience	4,03
IC - Leads	4,02
IC - Conversion Rate Optimization	3,98
IC - E-Commerce	3,96
IC - Digital Selling	3,79
IC - CRM	3,63
IC - Reputation Management	3,58
IC - Website	3,54
IC - Web Design	3,48
IC - Digital Public Relations	3,42
IC - Artificial Intelligence	2,93

One-Sample Test (modules have an average of 3 or less)

$\begin{aligned} H_0: \mu_i \le 3 \\ H_1: \mu_i > 3 \end{aligned} \quad t_c = 1.65$	One-Sample Test						
	Mean	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
Modules						Lower	Upper
IC - Social Media	4,46	34,767	333	0,000	1,455	1,37	1,54
IC - Digital Advertising	4,39	32,275	333	0,000	1,386	1,30	1,47
IC - Analytics	4,43	30,576	333	0,000	1,425	1,33	1,52
IC - SEO	4,3	26,728	333	0,000	1,296	1,20	1,39
IC - Digital Marketing Strategies	4,3	24,731	333	0,000	1,302	1,20	1,41
IC - Web content	4,17	22,753	333	0,000	1,174	1,07	1,28
IC - Landing Pages	4,04	21,042	333	0,000	1,036	0,94	1,13
IC - Customer Experience	4,04	21,040	333	0,000	1,045	0,95	1,14
IC - E-Mail Marketing	4,1	20,059	333	0,000	1,099	0,99	1,21
IC - Leads	4,02	19,788	333	0,000	1,024	0,92	1,13
IC - User Experience	4,03	18,528	333	0,000	1,030	0,92	1,14
IC - Conversion Rate Optimization	3,98	17,685	333	0,000	0,979	0,87	1,09
IC - E-Commerce	3,96	16,780	333	0,000	0,955	0,84	1,07
IC - Digital Selling	3,79	14,462	333	0,000	0,793	0,69	0,90
IC - CRM	3,63	11,397	333	0,000	0,632	0,52	0,74
IC - Reputation Management	3,58	10,162	333	0,000	0,584	0,47	0,70
IC - Website	3,54	8,043	333	0,000	0,542	0,41	0,67
IC - Digital Public Relations	3,42	7,305	333	0,000	0,422	0,31	0,54
IC - Web Design	3,48	7,163	333	0,000	0,476	0,35	0,61
IC - Artificial intelligence	2,93	-1,113	333	0,266	-0,069	-0,19	0,05

2

One-Sample Test (modules have an average greater than or equal to 4)

$H_0: \mu_i \geq 4$ $H_1: \mu_i < 4$ $t_c = -1.65$ Modules	One-Sample Test						
	Mean	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
						Lower	Upper
IC - Artificial intelligence	2,93	-17,283	333	0,000	-1,069	-1,19	-0,95
IC - Digital Public Relations	3,42	-9,999	333	0,000	-0,578	-0,69	-0,46
IC - Web Design	3,48	-7,883	333	0,000	-0,524	-0,65	-0,39
IC - Reputation Management	3,58	-7,243	333	0,000	-0,416	-0,53	-0,30
IC - Website	3,54	-6,799	333	0,000	-0,458	-0,59	-0,33
IC - CRM	3,63	-6,644	333	0,000	-0,368	-0,48	-0,26
IC - Digital Selling	3,79	-3,766	333	0,000	-0,207	-0,31	-0,10
IC - E-Commerce	3,96	-0,789	333	0,431	-0,045	-0,16	0,07
IC - Conversion Rate Optimization	3,98	-0,379	333	0,705	-0,021	-0,13	0,09
IC - Leads	4,02	0,463	333	0,644	0,024	-0,08	0,13
IC - User Experience	4,03	0,539	333	0,591	0,030	-0,08	0,14
IC - Landing Pages	4,04	0,730	333	0,466	0,036	-0,06	0,13
IC - Customer Experience	4,04	0,904	333	0,366	0,045	-0,05	0,14
IC - E-Mail Marketing	4,1	1,804	333	0,072	0,099	-0,01	0,21
IC - Web content	4,17	3,367	333	0,001	0,174	0,07	0,28
IC - Digital Marketing Strategies	4,3	5,742	333	0,000	0,302	0,20	0,41
IC - SEO	4,3	6,111	333	0,000	0,296	0,20	0,39
IC - Digital Advertising	4,39	8,992	333	0,000	0,386	0,30	0,47
IC - Analytics	4,43	9,121	333	0,000	0,425	0,33	0,52
IC - Social Media	4,46	10,873	333	0,000	0,455	0,37	0,54

Comparing the averages of the introductory course to digital marketing

Pair	Modules	Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	IC - Social Media - IC - Analytics	0,030	0,916	0,050	-0,069	0,129	0,597	333	0,551
Pair 2	IC - Analytics - IC - Digital Advertising	0,039	0,891	0,049	-0,057	0,135	0,798	333	0,425
Pair 3	IC - Digital Advertising - IC - Digital Marketing Strategies	0,084	0,986	0,054	-0,022	0,190	1,554	333	0,121
Pair 4	IC - Digital Marketing Strategies - IC - SEO	0,006	1,043	0,057	-0,106	0,118	0,105	333	0,916
Pair 5	IC - SEO - IC - Web content	0,123	0,986	0,054	0,017	0,229	2,274	333	0,024
Pair 6	IC - Web content - IC - E-Mail Marketing	0,075	1,000	0,055	-0,033	0,183	1,368	333	0,172
Pair 7	IC - E-Mail Marketing - IC - Customer Experience	0,054	1,148	0,063	-0,070	0,177	0,858	333	0,392
Pair 8	IC - Customer Experience - IC - Landing Pages	0,009	1,078	0,059	-0,107	0,125	0,152	333	0,879
Pair 9	IC - Landing Pages - IC - User Experience	0,006	1,118	0,061	-0,114	0,126	0,098	333	0,922
Pair 10	IC - User Experience - IC - Leads	0,006	1,170	0,064	-0,120	0,132	0,094	333	0,926
Pair 11	IC - Leads - IC - Conversion Rate Optimization	0,045	0,953	0,052	-0,058	0,147	0,861	333	0,390
Pair 12	IC - Conversion Rate Optimization - IC - E-Commerce	0,024	1,141	0,062	-0,099	0,147	0,384	333	0,702
Pair 13	IC - E-Commerce - IC - Digital Selling	0,162	0,851	0,047	0,070	0,253	3,471	333	0,001
Pair 14	IC - Digital Selling - IC - CRM	0,162	1,174	0,064	0,035	0,288	2,516	333	0,012
Pair 15	IC - CRM - IC - Reputation Management	0,048	1,277	0,070	-0,090	0,185	0,685	333	0,494
Pair 16	IC - Reputation Management - IC - Website	0,042	1,239	0,068	-0,091	0,175	0,618	333	0,537
Pair 17	IC - Website - IC - Web Design	0,066	0,895	0,049	-0,030	0,162	1,345	333	0,179
Pair 18	IC - Web Design - IC - Digital Public Relations	0,054	1,148	0,063	-0,070	0,177	0,858	333	0,392
Pair 19	IC - Digital Public Relations - IC - Artificial intelligence	0,491	1,190	0,065	0,363	0,619	7,542	333	0,000

2

Grouping the modules of the introductory course in digital marketing

Rank	Modules	Mean	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)
①	IC - Social Media	4,46	,551	,103	,008					
	IC - Analytics	4,43	,551							
	IC - Digital Advertising	4,39		,103						
②	IC - Digital Marketing Strategies	4,30			,008	,916	,040			
	IC - SEO	4,30				,916				
③	IC - Web Content	4,17	,172	,025			,040			
	IC - E-Mail Marketing	4,10	,172							
④	IC - Customer Experience	4,04		,025	,879	,779	,710	,247	,146	,000
	IC - Landing Pages	4,04			,879					
	IC - User Experience	4,03				,779				
	IC - Leads	4,02					,710			
	IC - Conversion Rate Optimization	3,98						,247		
	IC - E-Commerce	3,96							,146	
⑤	IC - Digital Selling	3,79	,012	,000						,000
	IC - CRM	3,63	,012							
⑥	IC - Reputation Management	3,58		,000	,537	,112	,003			
	IC - Website	3,54			,537					
	IC - Web Design	3,48				,112				
⑦	IC - Digital Public Relations	3,42	,000				,003			
⑧	IC - Artificial Intelligence	2,93	,000							

2

Modules with values greater than or equal to 4

Modules	Responses	Percentage
IC - Social Media	308	92%
IC - Analytics	303	91%
IC - Digital Advertising	303	91%
IC - Digital Marketing Strategies	293	88%
IC - SEO	290	87%
IC - Web content	277	83%
IC - Landing Pages	272	81%
IC - Customer Experience	271	81%
IC - E-Mail Marketing	270	81%
IC - User Experience	270	81%
IC - Leads	266	80%
IC - Conversion Rate Optimization	263	79%
IC - E-Commerce	255	76%
IC - Digital Selling	237	71%
IC - Reputation Management	214	64%
IC - CRM	213	64%
IC - Website	206	62%
IC - Web Design	193	58%
IC - Digital Public Relations	183	55%
IC - Artificial intelligence	119	36%

Association of modules with values greater than or equal to 4

Modules	N. of Persons	IC - Social Media	IC - Digital Advertising	IC - Analytics	IC - SEO	IC - Digital Marketing Strategies	IC - Web content	IC - Landing Pages	IC - E-Mail Marketing	IC - Customer Experience	IC - Leads	IC - User Experience	IC - Conversion Rate Optimization	IC - E-Commerce	IC - Digital Selling	IC - Reputation Management	IC - CRM	IC - Website	IC - Web Design	IC - Digital Public Relations	IC - Artificial intelligence
IC - Social Media	308	100%	94%	93%	90%	90%	86%	85%	85%	83%	83%	83%	81%	80%	74%	67%	66%	64%	60%	57%	37%
IC - Digital Advertising	303	96%	100%	94%	89%	91%	85%	86%	86%	84%	84%	83%	83%	81%	75%	68%	65%	64%	59%	57%	37%
IC - Analytics	303	94%	94%	100%	90%	92%	86%	85%	85%	84%	84%	85%	85%	81%	75%	67%	67%	64%	59%	57%	38%
IC - SEO	290	96%	93%	94%	100%	90%	87%	87%	86%	84%	83%	86%	83%	82%	76%	67%	67%	66%	62%	58%	37%
IC - Digital Marketing Strategies	293	94%	94%	95%	89%	100%	85%	85%	84%	87%	86%	85%	84%	83%	76%	70%	67%	64%	61%	60%	40%
IC - Web content	277	96%	93%	94%	91%	90%	100%	87%	87%	86%	83%	86%	82%	82%	77%	71%	68%	69%	66%	61%	39%
IC - Landing Pages	272	97%	96%	95%	92%	92%	89%	100%	89%	85%	88%	86%	85%	82%	76%	70%	68%	67%	64%	63%	38%
IC - E-Mail Marketing	270	97%	96%	96%	92%	91%	89%	89%	100%	85%	88%	86%	86%	83%	79%	69%	68%	69%	64%	62%	39%
IC - Customer Experience	271	94%	94%	94%	90%	94%	88%	85%	85%	100%	85%	88%	84%	81%	76%	72%	69%	68%	63%	61%	41%
IC - User Experience	270	95%	93%	95%	92%	92%	88%	86%	86%	89%	84%	100%	86%	81%	76%	73%	68%	69%	65%	61%	42%
IC - Leads	266	96%	96%	96%	91%	95%	86%	90%	89%	86%	100%	85%	87%	85%	79%	70%	69%	68%	65%	62%	39%
IC - Conversion Rate Optimization	263	95%	95%	98%	92%	94%	86%	87%	88%	86%	88%	88%	100%	83%	78%	69%	70%	68%	62%	60%	41%
IC - E-Commerce	255	96%	96%	96%	93%	95%	89%	88%	88%	86%	88%	85%	86%	100%	83%	73%	69%	69%	67%	63%	41%
IC - Digital Selling	237	97%	95%	95%	92%	95%	90%	88%	90%	87%	88%	87%	86%	89%	100%	76%	70%	70%	67%	68%	43%
IC - Reputation Management	214	96%	96%	94%	91%	96%	92%	89%	86%	92%	87%	92%	85%	86%	84%	100%	71%	74%	72%	74%	47%
IC - CRM	213	96%	93%	95%	91%	92%	88%	87%	86%	88%	86%	86%	86%	83%	78%	71%	100%	72%	68%	66%	46%
IC - Website	206	96%	94%	95%	92%	91%	93%	88%	90%	89%	88%	90%	86%	86%	80%	77%	74%	100%	83%	67%	43%
IC - Web Design	193	96%	92%	93%	93%	92%	95%	90%	90%	89%	89%	91%	84%	89%	82%	80%	75%	88%	100%	71%	44%
IC - Digital Public Relations	183	97%	95%	94%	92%	96%	93%	93%	91%	90%	90%	91%	87%	87%	89%	87%	77%	75%	75%	100%	47%
IC - Artificial intelligence	119	96%	95%	97%	89%	97%	91%	87%	88%	93%	87%	95%	90%	88%	86%	84%	82%	74%	71%	72%	100%

3

Specialisation blocks in digital marketing

Specialisation blocks				
Analytics Block	Digital Advertising Block	Web Content Block	User Experience and Usability Block	E-Brand Block
Digital Marketing Strategies Block	Performance Block	Customer Experience Block	E-Mail Marketing Block	Website Block
SEO Block	Social Media Block	E-Commerce Block	Digital Selling Block	Web Design Block

Average of the digital marketing specialisation blocks

Blocks	Mean
Analytics Block	4,57
Digital Marketing Strategies Block	4,49
SEO Block	4,34
Digital Advertising Block	4,33
Performance Block	4,31
Social Media Block	4,28
Web Content Block	4,28
Customer Experience Block	4,25
E-Commerce Block	4,16
User Experience and Usability Block	4,13
E-Mail Marketing Block	4,06
Digital Selling Block	4,06
E-Brand Block	3,93
Website Block	3,77
Web Design Block	3,61

3

One-Sample Test (blocks have an average greater than or equal to 4)

$H_0: \mu_i \geq 4$ $H_1: \mu_i < 4$ $t_c = -1.65$	One-Sample Test						
	Mean	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
Blocks						Lower	Upper
Web Design Block	3,61	-6,110	333	0,000	-0,389	-0,51	-0,26
Website Block	3,77	-3,677	333	0,000	-0,231	-0,35	-0,11
E-Brand Block	3,93	-1,265	333	0,207	-0,069	-0,18	0,04
Digital Selling Block	4,06	1,067	333	0,287	0,057	-0,05	0,16
E-Mail Marketing Block	4,06	1,108	333	0,269	0,060	-0,05	0,17
User Experience and Usability Block	4,13	3,311	333	0,001	0,162	0,07	0,26
E-Commerce Block	4,16	2,634	333	0,009	0,132	0,03	0,23
Customer Experience Block	4,25	5,669	333	0,000	0,251	0,16	0,34
Social Media Block	4,28	5,782	333	0,000	0,281	0,19	0,38
Web Content Block	4,28	5,594	333	0,000	0,281	0,18	0,38
Performance Block	4,31	6,765	333	0,000	0,311	0,22	0,40
Digital Advertising Block	4,33	6,810	333	0,000	0,326	0,23	0,42
SEO Block	4,34	7,809	333	0,000	0,338	0,25	0,42
Digital Marketing Strategies Block	4,49	12,082	333	0,000	0,488	0,41	0,57
Analytics Block	4,57	14,558	333	0,000	0,566	0,49	0,64

Comparing the averages of the specialisation blocks

Pair	Blocks	Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Analytics Block - Digital Marketing Strategies Block	0.078	0.755	0.041	-0.003	0.159	1.884	333	0.06
Pair 2	Digital Marketing Strategies Block - SEO Block	0,15	0,878	0,048	0,055	0,244	3,117	333	0,002
Pair 3	SEO Block - Digital Advertising Block	0,012	0,87	0,048	-0,082	0,106	0,252	333	0,801
Pair 4	Digital Advertising Block - Performance Block	0,015	0,875	0,048	-0,079	0,109	0,313	333	0,755
Pair 5	Performance Block - Social Media Block	0,03	0,967	0,053	-0,074	0,134	0,566	333	0,572
Pair 6	Social Media Block - Web Content Block	0	0,873	0,048	-0,094	0,094	0	333	1
Pair 7	Web Content Block - Customer Experience Block	0,03	0,961	0,053	-0,074	0,133	0,569	333	0,57
Pair 8	Customer Experience Block - E-Commerce Block	0,09	1,033	0,057	-0,021	0,201	1,589	333	0,113
Pair 9	E-Commerce Block - User Experience and Usability Block	0,03	1,062	0,058	-0,084	0,144	0,515	333	0,607
Pair 10	User Experience and Usability Block - E-Mail Marketing Block	0,072	1,178	0,064	-0,055	0,199	1,115	333	0,266
Pair 11	E-Mail Marketing Block - Digital Selling Block	0,003	1,084	0,059	-0,114	0,12	0,05	333	0,96
Pair 12	Digital Selling Block - E-Brand Block	0,126	1,206	0,066	-0,004	0,256	1,905	333	0,058
Pair 13	E-Brand Block - Website Block	0,162	1,174	0,064	0,035	0,288	2,516	333	0,012
Pair 14	Website Block - Web Design Block	0,159	0,843	0,046	0,068	0,249	3,441	333	0,001

Grouping the specialisation blocks

Rank	Blocks	Mean	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)
①	Analytics Block	4,57	,060	,000						
	Digital Marketing Strategies Block	4,49	,060							
②	SEO Block	4,34		,000	,801	,585	,273	,222	,086	,000
	Digital Advertising Block	4,33			,801					
	Performance Block	4,31				,585				
	Social Media Block	4,28					,273			
	Web Content Block	4,28						,222		
	Customer Experience Block	4,25							,086	
③	E-Commerce Block	4,16	,607	,064	,064	,001				,000
	User Experience and Usability Block	4,13	,607							
	E-Mail Marketing Block	4,06		,064						
	Digital Selling Block	4,06			,064					
	E-Brand Block	3,93				,001				
④	Website Block	3,77	,001							
⑤	Web Design Block	3,61	,001							

Blocks with values greater than or equal to 4

Modules	Responses	Percentage
Analytics Block	314	94%
Digital Marketing Strategies Block	311	93%
SEO Block	299	90%
Performance Block	293	88%
Social Media Block	292	87%
Digital Advertising Block	291	87%
Customer Experience Block	288	86%
Web Content Block	287	86%
E-Commerce Block	278	83%
User Experience and Usability Block	278	83%
E-Mail Marketing Block	263	79%
Digital Selling Block	260	78%
E-Brand Block	252	75%
Website Block	227	68%
Web Design Block	203	61%

3

Association of blocks with values greater than or equal to 4

Blocks	N. of Persons	Analytics Block	Digital Marketing Strategies Block	SEO Block	Performance Block	Digital Advertising Block	Social Media Block	Web Content Block	Customer Experience Block	E-Commerce Block	User Experience and Usability Block	E-Mail Marketing Block	Digital Selling Block	E-Brand Block	Website Block	Web Design Block
Analytics Block	314	100%	96%	92%	90%	90%	89%	89%	88%	86%	86%	81%	80%	77%	70%	62%
Digital Marketing Strategies Block	311	96%	100%	92%	90%	90%	90%	89%	88%	86%	86%	82%	81%	78%	70%	63%
SEO Block	299	97%	96%	100%	91%	91%	92%	90%	89%	88%	86%	84%	81%	78%	72%	66%
Performance Block	293	97%	96%	92%	100%	92%	91%	90%	88%	89%	85%	85%	84%	78%	72%	65%
Digital Advertising Block	291	97%	96%	93%	93%	100%	92%	89%	89%	89%	86%	85%	84%	79%	71%	63%
Social Media Block	292	96%	96%	94%	92%	92%	100%	91%	89%	87%	85%	85%	84%	79%	71%	64%
Web Content Block	287	98%	97%	94%	92%	91%	93%	100%	90%	87%	89%	84%	85%	82%	73%	67%
Customer Experience Block	288	96%	95%	92%	89%	90%	90%	90%	100%	86%	90%	84%	81%	81%	72%	65%
E-Commerce Block	278	97%	97%	95%	94%	94%	92%	90%	90%	100%	86%	86%	85%	79%	75%	66%
User Experience and Usability Block	278	97%	96%	92%	90%	90%	89%	91%	94%	86%	100%	84%	81%	81%	73%	68%
E-Mail Marketing Block	263	96%	97%	96%	95%	94%	94%	92%	92%	91%	89%	100%	86%	77%	75%	68%
Digital Selling Block	260	97%	97%	93%	94%	94%	94%	93%	90%	91%	86%	87%	100%	83%	74%	68%
E-Brand Block	252	96%	97%	92%	91%	92%	92%	93%	93%	88%	90%	81%	86%	100%	78%	73%
Website Block	227	97%	96%	95%	93%	91%	91%	93%	92%	92%	89%	87%	85%	86%	100%	81%
Web Design Block	203	96%	97%	97%	93%	91%	92%	95%	92%	91%	93%	88%	87%	90%	90%	100%

4

The specialisation blocks levels in digital marketing

Blocks	Mean	Number of responses	Level = 1	Level = 2	Level = 3
Level - Digital Marketing Strategies Block	2,31	327	18%	33%	49%
Level - Social Media Block	2,26	325	18%	37%	45%
Level - Digital Advertising Block	2,26	328	17%	40%	43%
Level -Analytics Block	2,25	327	15%	45%	40%
Level - Web Content Block	2,21	326	19%	42%	40%
Level - SEO Block	2,13	323	22%	43%	35%
Level - Performance	2,18	321	17%	49%	35%
Level - E-Commerce Block	2,00	311	32%	35%	32%
Level - E-Mail Marketing Block	2,02	326	29%	40%	31%
Level - Digital Selling Block	1,93	321	33%	41%	26%
Level - E-Brand Block	1,89	314	37%	37%	26%
Level - User Experience and Usability Block	1,99	315	27%	47%	26%
Level - Customer Experience Block	1,97	315	26%	51%	23%
Level - Website Block	1,81	307	40%	39%	21%
Level - Web Design Block	1,70	311	47%	36%	17%

4

The specialisation blocks levels in digital marketing

$H_0: \mu_i \geq 2$
$H_1: \mu_i < 2$ $t_c = -1.65$

Blocks	One-Sample Test					95% Confidence Interval of the Difference	
	Mean	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Level - Web Design Block	1,70	-6,988	310	0,000	-0,296	-0,38	-0,21
Level - Website Block	1,81	-4,377	306	0,000	-0,189	-0,27	-0,10
Level - E-Brand Block	1,89	-2,502	313	0,013	-0,111	-0,20	-0,02
Level - Digital Selling Block	1,93	-1,531	320	0,127	-0,065	-0,15	0,02
Level - Customer Experience Block	1,97	-0,883	314	0,378	-0,035	-0,11	0,04
Level - User Experience and Usability Block	1,99	-0,155	314	0,877	-0,006	-0,09	0,07
Level - E-Commerce Block	2,00	0,070	310	0,944	0,003	-0,09	0,09
Level - E-Mail Marketing Block	2,02	0,428	325	0,669	0,018	-0,07	0,10
Level - SEO Block	2,13	3,138	322	0,002	0,130	0,05	0,21
Level - Performance	2,18	4,573	320	0,000	0,178	0,10	0,25
Level - Web Content Block	2,21	5,121	325	0,000	0,209	0,13	0,29
Level - Analytics Block	2,25	6,375	326	0,000	0,248	0,17	0,32
Level - Digital Advertising Block	2,26	6,520	327	0,000	0,262	0,18	0,34
Level - Social Media Block	2,26	6,378	324	0,000	0,265	0,18	0,35
Level - Digital Marketing Strategies Block	2,31	7,464	326	0,000	0,312	0,23	0,39

The specialisation blocks levels in digital marketing

Pair	Blocks	Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Level - Digital Marketing Strategies Block - Level - Social Media Block	0,040	0,844	0,047	-0,052	0,133	0,859	321	0,391
Pair 2	Level - Social Media Block - Level - Digital Advertising Block	0,009	0,753	0,042	-0,073	0,092	0,221	323	0,825
Pair 3	Level - Digital Advertising Block - Level -Analytics Block	0,022	0,818	0,045	-0,068	0,111	0,475	324	0,635
Pair 4	Level -Analytics Block - Level - Web Content Block	0,028	0,872	0,049	-0,068	0,123	0,574	322	0,566
Pair 5	Level - Web Content Block - Level - Performance	0,038	0,849	0,048	-0,056	0,132	0,794	316	0,428
Pair 6	Level - Performance - Level - SEO Block	0,041	0,783	0,044	-0,046	0,128	0,936	314	0,350
Pair 7	Level - SEO Block - Level - E-Mail Marketing Block	0,103	0,910	0,051	0,003	0,204	2,029	318	0,043
Pair 8	Level - E-Mail Marketing Block - Level - E-Commerce Block	0,013	0,787	0,045	-0,075	0,101	0,290	307	0,772
Pair 9	Level - E-Commerce Block - Level - User Experience and Usability Block	0,010	0,857	0,050	-0,088	0,108	0,202	298	0,840
Pair 10	Level - User Experience and Usability Block - Level - Customer Experience Block	0,036	0,680	0,039	-0,041	0,112	0,920	308	0,358
Pair 11	Level - Customer Experience Block - Level - Digital Selling Block	0,026	0,824	0,047	-0,066	0,119	0,554	306	0,580
Pair 12	Level - Digital Selling Block - Level - E-Brand Block	0,039	0,869	0,050	-0,059	0,137	0,791	304	0,430
Pair 13	Level - E-Brand Block - Level - Website Block	0,077	0,901	0,052	-0,026	0,180	1,478	297	0,140
Pair 14	Level - Website Block - Level - Web Design Block	0,102	0,661	0,038	0,028	0,177	2,696	302	0,007

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Grouping the specialisation blocks levels

Rank	Blocks	Mean	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)	Sig. (2-tailed)
①	Level - Digital Marketing Strategies Block	2,31	,391	,327	,137	,054	,000			
	Level - Social Media Block	2,26	,391							
	Level - Digital Advertising Block	2,26		,327						
	Level -Analytics Block	2,25			,137					
	Level - Web Content Block	2,21				,054				
②	Level - Performance	2,18	0,350	,001			,000			
	Level - SEO Block	2,13	0,350							
③	Level - E-Mail Marketing Block	2,02		,001	,772	,851	,331	,072	,012	
	Level - E-Commerce Block	2,00			,772					
	Level - User Experience and Usability Block	1,99				,851				
	Level - Customer Experience Block	1,97					,331			
	Level - Digital Selling Block	1,93						,072		
④	Level - E-Brand Block	1,89	,140	,000					,012	
	Level - Website Block	1,81	,140							
⑤	Level - Web Design Block	1,70		,000						

Blocks with level = 3

Blocks (Level=3)	N	Digital Marketing Strategies Block	Digital Advertising Block	Social Media Block	Analytics Block	Performance Block	E-Mail Marketing Block	Web Content Block	E-Commerce Block	SEO Block	Digital Selling Block	E-Brand Block	User Experience and Usability Block	Customer Experience Block	Website Block	Web Design Block
Digital Marketing Strategies Block	160	100%	71%	63%	62%	57%	56%	56%	53%	51%	45%	38%	38%	35%	24%	22%
Digital Advertising Block	141	81%	100%	67%	61%	57%	52%	54%	55%	51%	45%	39%	35%	30%	28%	24%
Social Media Block	145	70%	66%	100%	54%	50%	53%	66%	42%	52%	40%	41%	40%	30%	27%	26%
Analytics Block	131	76%	66%	60%	100%	60%	50%	53%	53%	63%	45%	34%	40%	39%	28%	20%
Performance Block	111	82%	72%	65%	71%	100%	60%	56%	57%	64%	51%	36%	39%	34%	32%	25%
E-Mail Marketing Block	101	88%	73%	76%	65%	66%	100%	65%	65%	59%	55%	47%	42%	41%	33%	29%
Web Content Block	129	69%	59%	74%	53%	48%	51%	100%	44%	54%	39%	39%	41%	33%	30%	28%
E-Commerce Block	101	84%	77%	60%	69%	62%	65%	56%	100%	65%	60%	40%	41%	40%	32%	27%
SEO Block	113	73%	64%	67%	73%	63%	53%	62%	58%	100%	47%	33%	44%	35%	35%	28%
Digital Selling Block	84	86%	76%	69%	70%	68%	67%	60%	73%	63%	100%	50%	45%	42%	30%	30%
E-Brand Block	82	74%	67%	72%	55%	49%	57%	61%	49%	45%	51%	100%	52%	50%	39%	40%
User Experience and Usability Block	82	73%	60%	71%	63%	52%	51%	65%	50%	61%	46%	52%	100%	56%	37%	39%
Customer Experience Block	72	78%	58%	60%	71%	53%	57%	58%	56%	54%	49%	57%	64%	100%	33%	32%
Website Block	64	59%	61%	61%	58%	55%	52%	61%	50%	61%	39%	50%	47%	38%	100%	63%
Web Design Block	54	65%	63%	69%	48%	52%	54%	67%	50%	59%	46%	61%	59%	43%	74%	100%

4

Blocks with level = 2

Blocks (Level=2)	N	Customer Experience Block	User Experience and Usability Block	Performance Block	Web Content Block	E-Mail Marketing Block	Analytics Block	Digital Selling Block	E-Brand Block	SEO Block	Social Media Block	Web Design Block	Website Block	E-Commerce Block	Digital Advertising Block	Digital Marketing Strategies Block
Customer Experience Block	160	100%	64%	54%	49%	48%	46%	46%	46%	45%	43%	43%	43%	41%	41%	36%
User Experience and Usability Block	149	69%	100%	56%	55%	51%	52%	53%	51%	52%	50%	44%	45%	48%	45%	40%
Performance Block	156	55%	53%	100%	49%	51%	56%	51%	38%	54%	49%	37%	49%	40%	54%	43%
Web Content Block	136	58%	60%	56%	100%	50%	55%	51%	50%	57%	55%	46%	47%	46%	52%	41%
E-Mail Marketing Block	130	59%	58%	61%	52%	100%	57%	52%	45%	58%	55%	42%	48%	48%	50%	47%
Analytics Block	146	51%	53%	60%	51%	51%	100%	49%	36%	62%	49%	29%	39%	40%	56%	45%
Digital Selling Block	132	55%	60%	61%	52%	51%	55%	100%	42%	58%	50%	43%	42%	48%	54%	37%
E-Brand Block	115	63%	66%	52%	59%	51%	45%	49%	100%	50%	45%	54%	55%	48%	53%	44%
SEO Block	139	52%	56%	61%	55%	54%	65%	55%	41%	100%	55%	37%	44%	49%	53%	43%
Social Media Block	121	57%	61%	64%	62%	60%	60%	55%	43%	64%	100%	39%	49%	41%	58%	44%
Web Design Block	111	62%	59%	52%	57%	49%	39%	51%	56%	46%	42%	100%	69%	41%	42%	37%
Website Block	121	57%	55%	64%	53%	51%	47%	46%	52%	50%	49%	64%	100%	44%	47%	34%
E-Commerce Block	110	60%	65%	57%	56%	56%	54%	57%	50%	62%	45%	42%	48%	100%	51%	43%
Digital Advertising Block	132	49%	51%	64%	54%	49%	62%	54%	46%	56%	53%	36%	43%	42%	100%	50%
Digital Marketing Strategies Block	109	53%	55%	61%	51%	56%	60%	45%	47%	55%	49%	38%	38%	43%	61%	100%

Blocks with level = 1

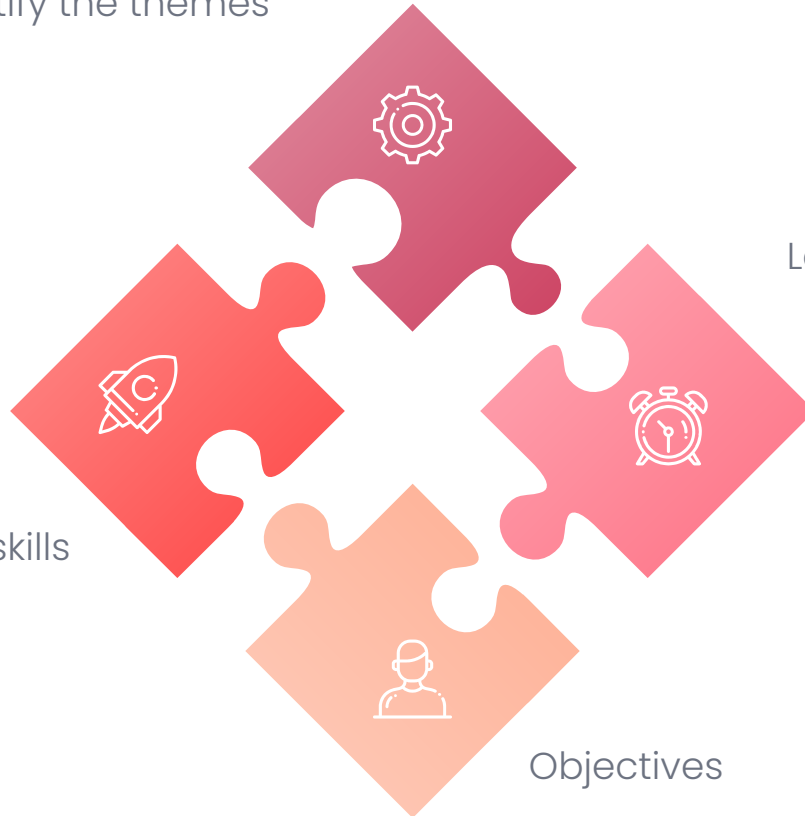| Blocks (Level=1)	N	Web Design Block	Website Block	E-Brand Block	E-Commerce Block	Digital Selling Block	E-Mail Marketing Block	User Experience and Usability Block	Customer Experience Block	Web Content Block	SEO Block	Social Media Block	Digital Marketing Strategies Block	Digital Advertising Block	Analytics Block	Performance Block
Web Design Block	146	100%	66%	53%	47%	44%	44%	37%	34%	29%	26%	25%	24%	21%	18%	18%
Website Block	122	79%	100%	53%	51%	48%	49%	39%	39%	30%	30%	27%	28%	26%	21%	25%
E-Brand Block	117	66%	56%	100%	50%	47%	48%	43%	40%	30%	27%	28%	35%	27%	15%	19%
E-Commerce Block	100	68%	62%	59%	100%	64%	53%	54%	42%	29%	33%	27%	42%	28%	23%	31%
E-Mail Marketing Block	95	67%	63%	59%	56%	47%	100%	43%	41%	37%	29%	41%	39%	33%	22%	27%
Digital Selling Block	105	61%	55%	52%	61%	100%	43%	42%	43%	28%	31%	30%	30%	35%	29%	30%
User Experience and Usability Block	84	64%	56%	60%	64%	52%	49%	100%	60%	38%	42%	31%	30%	24%	26%	33%
Customer Experience Block	83	60%	57%	57%	51%	54%	47%	60%	100%	31%	30%	25%	28%	19%	18%	27%
Web Content Block	61	70%	61%	57%	48%	48%	57%	52%	43%	100%	44%	49%	33%	41%	34%	33%
SEO Block	71	54%	51%	45%	46%	46%	39%	49%	35%	38%	100%	37%	25%	30%	34%	32%
Social Media Block	59	61%	56%	56%	46%	54%	66%	44%	36%	51%	44%	100%	34%	51%	29%	36%
Digital Marketing Strategies Block	58	60%	59%	71%	72%	53%	64%	43%	40%	34%	31%	34%	100%	36%	34%	31%
Digital Advertising Block	55	56%	58%	58%	51%	67%	56%	36%	29%	45%	38%	55%	38%	100%	33%	35%
Analytics Block	50	54%	52%	36%	46%	60%	42%	44%	30%	42%	48%	34%	40%	36%	100%	46%
Performance Block	54	48%	56%	41%	57%	59%	48%	52%	41%	37%	43%	39%	33%	35%	43%	100%

31
July

Now fun starts !!!
Let's build some curricula …

Development of curricular plans
Transversal digital marketing curricula …

Identify the themes

Length and difficulty

Knowledge and skills

Objectives

Curricula

1 June 2022

Analytics
Social Media
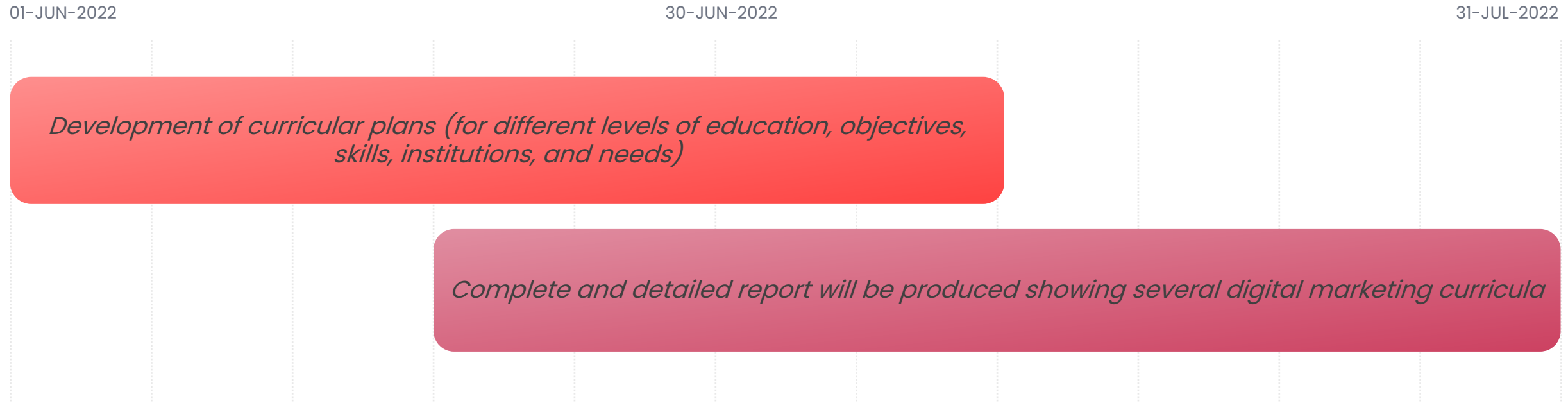Digital Marketing Strategy
Search Engine Optimization
Digital Advertising
Web Content

2 months

Development of curricular plans,...

01-JUN-2022   30-JUN-2022   31-JUL-2022

Development of curricular plans (for different levels of education, objectives, skills, institutions, and needs)

Complete and detailed report will be produced showing several digital marketing curricula

31
July

Let's start coding !!!
Let's build a website ...

Building a website
Information about outcomes ...
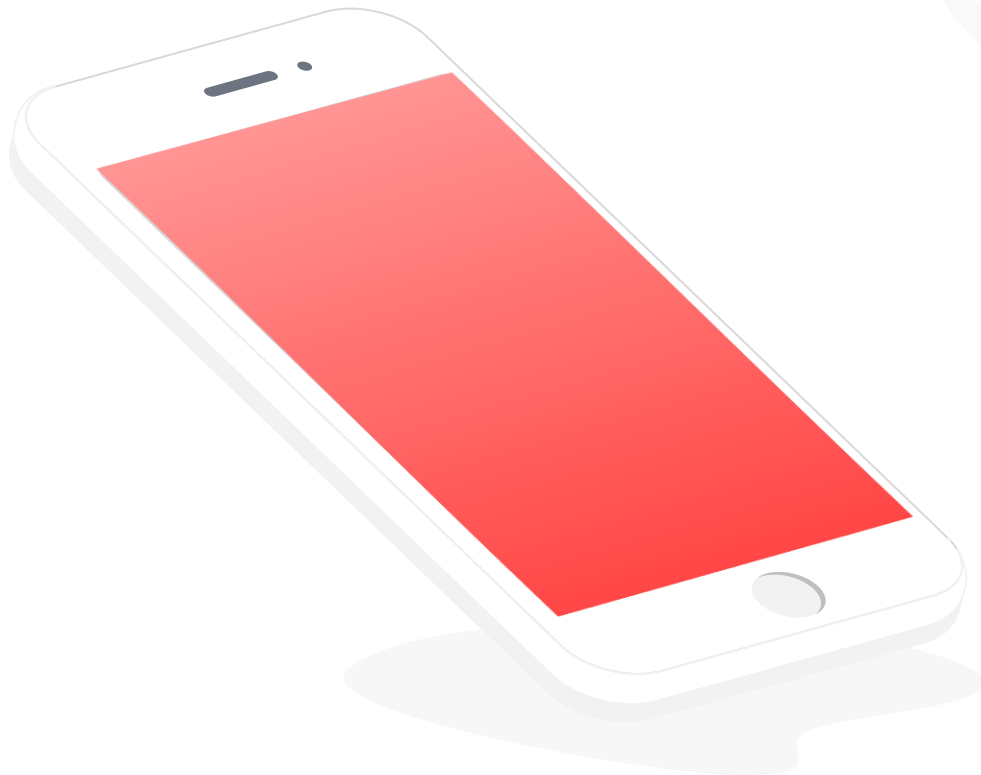
Building a website,...

- ○ Survey
- ○ Statistical report
- ○ Transversal digital marketing curricula
- ○ Final report
- ○ Other relevant information

7
June

DEMS – Let's continue big !!!

Now? Now the end of PR1 is near!..

Thank You