

27640 - ICT for Marketing

Syllabus Information

Academic Year: 2019/20

Subject: 27640 - ICT for Marketing

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: First semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The learning process designed for this course is based on the use of active methodologies that require student participation, by proposing and solving exercises and problems, developing and presenting papers, etc. Moreover, in the computer lab sessions, the student will work with the computer autonomously following the guidelines given by the teacher in order to develop the skills and abilities required for the course.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures. The teacher will combine keynote sessions with active methodologies that encourage student participation and involvement in the development of the class.
- Computer lab sessions. The teacher will propose exercises about the different applications that the student must learn to handle.

4.3.Syllabus

THEORETICAL PART

Topic 1. Introduction and fundamental concepts about ICT.

1.1 ICT: Definition and historical evolution.

1.2 ICT in the current company. New challenges.

1.3 ICT in Marketing and communication.

Topic 2. Internet and Marketing.

2.1 Internet Services. Threats and risks.

2.2 Computer Security. Recommendations and good practices for the safe use of ICT.

2.3 Computer Quality. Quality criteria in a website. Web visibility and positioning.

Topic 3. Responsible use of ICT in Marketing.

3.1 Legitimate use of information and programs.

3.2 Right to privacy The TIC and the Protection of personal data. The current problem Protection of privacy and digital identity. Implications of the European Regulation on Data Protection (RGPD)

PRACTICAL PART

1. Advanced use of the word processor. Your application in Marketing. (*Styles Automatic indexes. Format of documents. Illustrations. Illustration tables. Bibliography Management. custom letters*).

2. Treatment of numerical information. Professional use of the spreadsheet. Application in the Marketing activity. (*Data analysis, treatment of surveys ...*)

3. Use of tools for creating digital presentations. Integration of multimedia contents.

4. Image editing.

5. Design and creation of publications for Marketing. (Infographics, envelopes, labels, triptychs ...).

6. Advanced Design of forms and response management.

7. Publication of contents on the web.

8. Tools for collaborative work.

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

4.5.Bibliography and recommended resources