Academic Year/course: 2021/22

61763 - Information technology and marketing relationship management

Syllabus Information

Academic Year: 2021/22
Subject: 61763 - Information technology and marketing relationship management
Faculty / School: 109 - Facultad de Economía y Empresa
Degree: 555 - Master's in Management, Strategy and Marketing
ECTS: 3.0
Year: 1
Semester: Second semester
Subject Type: Optional
Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The learning process that has been designed for this subject is based on the following issues:

- Lectures.

- Oral presentation and discussion about the scientific articles proposed by the professors.

- Active participation during practice sessions.

- Oral presentation. Exposition and debate of the final assignment.

The subject is organized into two fundamental sections:

The first foundation examines the usage of ERP, CRM, Social Commerce and Big Data. This block starts introducing the ERP and, inside it, the CRM. Then, the criterions to classify customers, social CRM, key factors of CRM, successful factor and models in the implementation, result measurement and profits stem from the adoption of CRM are explored. Regarding the Social Commerce, first, the evolution of online consumer behavior and the transition from e-commerce to social commerce are studied. After this, the effect of interactivity in CRM is analyzed to study social CRM. Finally, the Big Data is presented to the students, one of the technological tools with more potential which enables companies to interact with users offering personal offers, to improve decision taking and to predict consumption patterns.

The second foundation is focused on studying the different models and theories related to the adoption and acceptance of ICT by companies and individuals. For that purpose, the professors explains some conceptual frameworks that have been developed in other fields of research related to marketing, such as psychology and sociology. Thus, considering theories related to individual motivations and behavior models based on attitudes, the main ICT adoption, diffusion and acceptance models are addressed. In this point, the professors highlights the Technology Acceptance Models (TAM): structure, evolution, main factors and proposed relations, fusion with other theories, and limitations. Finally, the main variables and factors for the ICT adoption is exposed. This point serves to model the acceptance and usage of ICTs by companies and individuals.

4.2. Learning tasks

The program offered to the student to help achieving the results is focused on the following activities:

- Classroom lecture and discussion (20 hours; face to face 100%)

- Development and defense of the research proposal/work (25 hours; face to face 16%)

- Elaboration, presentation, reflection and discussion of research articles. (10 hours; face to face 40%)

- Analysis, discussion and study of the contents covered(20 hours; face to face 10%)

Note: It is expected that classes will take place at the Faculty (offline). However, classes would take place semi-on-site or online if it were necessary due to safety reasons.

4.3. Syllabus

1.- CRM: Successful models and performance measures

2.- Social Commerce, Social CRM and Social Nets

3.- Big Data

4. Theories of adoption based on attitudes

5.- Theories of adoption and difussion of innovations and ICTs

6.- Technology Acceptance Model (TAM)

7.- Models derived from TAM

4.4. Course planning and calendar

The academic calendar for the on-site class will be published on the university website, the work submission and other activities will be communicated by the professors in charge of block thorough the means pointed out on this guideline.

4.5. Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61763&year=2021