

Academic Year/course: 2022/23

## 61763 - Information technology and marketing relationship management

### Syllabus Information

**Academic Year:** 2022/23

**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 criteria 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 explain 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 highlight 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 are 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 diffusion of innovations and ICTs
- 6.- Technology Acceptance Model (TAM)
- 7.- Models derived from TAM

### 4.4. Course planning and calendar

Classes will begin in February and will end in May 2023. They will be taught on afternoons. The specific dates, schedule and key activities of the course will be set according to the academic calendar and the timetable established by the Faculty of Economics and Business. Students enrolled in the course will be informed in advance. The activity program will be available to students at the ADD. A weekly two-hour session will be held throughout the semester, including theoretical and practical classes. In the practical sessions, the articles recommended by the professors will be discussed, research papers will be developed, and the final works will be carried out and presented. These presentations will take place throughout the semester. The dates of the final exams can be consulted on the Faculty web page, according to the established academic calendar.

### 4.5. Bibliography and recommended resources

[http://biblos.unizar.es/br/br\\_citas.php?codigo=61763&year=2021](http://biblos.unizar.es/br/br_citas.php?codigo=61763&year=2021)