

## 61763 - Information technology and marketing relationship management

### Syllabus Information

**Academic year:** 2023/24

**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

**Objective:** to study the role that marketing-related information technologies play in the development of business relationships. This subject introduces the factors that determine the adoption of ICT and their continued use. Specifically, technologies such as CRM, Social CRM, Big Data and Artificial Intelligence are discussed. The contents address conceptual models and empirical applications that aim to give a global vision of the behaviour of technology users. Some of the theories are the Technology Acceptance Model (TAM), the Theory of Planned Behaviour (TPB) or the Technology-Technology Fit Theory (TTF).

The subject contributes to the achievement of the Sustainable Development Goals (5, 8, 10 and 9).

**Prerequisites:** previous completion of the required subjects associated with the master degree.

### 2. Learning results

Upon completion of the subject, the student will be able to:

- Value the importance of information technologies in the management of commercial relations.
- Identify the main variables related to the service quality of a web site.
- Define what electronic customer relationship management consists of.
- Analyse and correctly interpret a technology adoption model.
- Define and design their own model of technological behaviour, taking into account the characteristics of the individual and the analysed technology.

### 3. Syllabus

Topic 1: CRM. Success models and performance measurement

Topic 2: Social Commerce, Social-CRM and Social Networking

Topic 3: Big Data and Artificial Intelligence

Topic 4: Attitude-based behavioural theories

Theme 5: Theories of adoption and dissemination of innovations and ICTs

Topic 6: Technology Acceptance Models (TAM)

### 4. Academic activities

- Face-to-face class and discussion of contents (20 hours; 100% attendance)
- Development and defence of a proposal/research paper (25 hours; attendance 16%)
- Preparation, presentation, reflection and discussion of research articles (10 hours; attendance 40%)
- Analysis and study of the contents covered (20 hours; attendance 10%).

### 5. Assessment system

1. Continuous assessment

E1: Analysis, theoretical and methodological understanding of a scientific article. This paper will be presented orally and discussed in class. 20%.

E2: Oral commentary on a scientific article presented by their peers. 10%.

E3: Search, presentation and discussion in class of a non-scientific press article that reflects the impact on the economy of some of the topics seen in class. 10%.

E4: Final research work. The student will choose between one of these two proposals: 60%.

E4.1: Search, analysis, theoretical and methodological understanding, and relation with the theories developed in research articles concerning the topics in the syllabus of the subject.

E4.2.: Production of a research work consisting in the search for information and analysis of real cases related to some of the technologies and variables seen in the subject.

2. Global Assessment: students who do not opt for continuous assessment, do not pass the subject through this method, or who want to improve their grade, will take a global test with a grade of 0 to 10 points. This test will be written and will take place on the dates shown in the academic calendar approved by the Faculty. 50% of this test will deal with all the theoretical contents seen in the subject, while the remaining 50% will consist of questions related to the articles worked on throughout the term. In the second call the student will only be able to opt for global assessment.