

27537 - ICT for Marketing

Syllabus Information

Academic year: 2024/25

Subject: 27537 - ICT for Marketing

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 449 - Degree in Finance and Accounting

ECTS: 6.0

Year: 4

Semester: First semester

Subject type: Optional

Module:

1. General information

The goal of the Marketing Information Systems course is to transmit to the student the importance of the management of the information offered by the environment, as well as the relevance of customer relationship management for financial institutions, offering a vision of the most strategic and tactical issues that the organization must analyze on them. In addition, the student should acquire skills in the use of computer tools to use the customer information for efficient marketing actions increasing the company's profit.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), Specifically the SDGs with which the subject is aligned are: 4. Quality Education 5. Gender Equality.

2. Learning results

The student, in order to pass this subject, must demonstrate the following results...

1. -Is able to identify the different internal and external sources of information for marketing decision making.
2. -Is able to understand concepts related to analytical marketing
3. -Is able to interpret real economic data and obtain business conclusions, providing suggestions for management in the financial-accounting field.
4. -Is able to identify the most relevant aspects of relationship marketing and customer management in the financial-accounting field.
5. -Is able to relate the information provided by Web to customer management, using it to provide strategies and solutions.
6. -Is able to determine the effectiveness of marketing strategies for customer acquisition and loyalty, based on accounting information.
7. -Is able to solve specific cases in which the main aspects of the subject matter covered in class will be applied and to communicate to classmates, in a critical, related and clear way, the main results and conclusions obtained.

3. Syllabus

UNIT 1.- Analysis of the environment and Marketing Information Systems

- Introduction
- Marketing environment
- Marketing Information Systems
- SIM components

UNIT 2.- Relationship Marketing

- Introduction
- Relationship Marketing Tools
- Customer Lifetime Value (CLV)

UNIT 3.- Web analytics

- Introduction
- Metrics

UNIT 4.- Design and implementation of an information system for relationship marketing

- Introduction
- CRM: modules
- Implementation

4. Academic activities

Master classes: 30 hours

Practical classes: 30 hours

Various activities (personal study, evaluation, etc.): 90 hours

The activities are detailed below:

- Theoretical-practical and master classes with participative learning.
- Problem solving and case studies, presentation of papers, commentary on readings and interactive activities.
- Use of computer tools and software
- Autonomous work: study of theoretical and practical contents, resolution of practical activities, individual and/or group work, among others.
- Evaluation activities.

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

The subject will be evaluated in first call by continuous and/or global evaluation in first call and by global evaluation in second call.

FIRST CALL

Continuous assessment:

It will include the preparation and presentation of papers; discussion of current issues; commentary on readings and/or other interactive activities . They may be carried out individually and/or in groups. **They will account for 100% of the final grade** of the student in the subject.

This percentage is distributed as follows:

- Performance of an activity, individual or group, which is related to the different sources of information that the company has in hand, both internal and external. The maximum score to be achieved is **20% of the final grade**.
- Completion of an individual written test on CLV (Customer Lifetime Value) concepts with a maximum score of **30%** of the final grade.
- Carrying out an individual or group activity (according to the number of students) on web analytics. The maximum score to be achieved is **20% of the final grade**.
- Individual practice on database analysis. The maximum score to be achieved is **30% of the final grade**.

Global Assessment:

Final exam consisting of a series of questions (theoretical-practical and practical) covering the activities carried out at throughout the semester. The exam will be held on the official date set by the Center.

Students who opt for continuous evaluation will know the grade of these activities before the official exam so they can choose whether to opt for the grade obtained under this system or take the final exam with global evaluation to raise the grade, with the best grade prevailing. In order to pass the subject, the grade obtained under any of these systems of evaluation must be equal or higher than 5.

SECOND CALL

The grade for the **second call** will correspond to the grade obtained for the global evaluation and must be equal to or higher than 5.

Assessment Criteria:

All activities will evaluate both the acquisition of knowledge and the learning of key concepts of the subject as well as the correctness of the answer provided, the ability to reason and argue. In any case, throughout the different activities, the degree of accuracy in answering the questions posed, the absence of formal errors, the clarity and order in the presentation of results and the contribution of ideas, conclusions or solutions to the exercises or cases proposed.

6. Sustainable Development Goals

- 4 - Quality Education
- 5 - Gender Equality