

27640 - ICT for Marketing

Syllabus Information

Academic year: 2024/25

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

Currently, data holds crucial relevance, making databases especially important in the business sector. They allow optimal management of data for both current and potential customers. This course aims to provide students with practical knowledge and skills in database design and management, utilizing ERP systems to enhance the use of AI-based tools, and data analysis to draw conclusions and make predictions.

The main objective of this course is for students to learn the necessary skills and resources for creating and managing databases. This is a crucial tool for marketing as it allows optimal management of customer data, enabling offers based on consumer and market profiles. Additionally, the use of AI and Big Data tools will be emphasized to manage data and derive conclusions or make predictions.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of goals 4, 8 y 9.

2. Learning results

- To know fundamental notions about ICT and to use appropriately the computer terms related to the use of technologies in their work environment.
- Collect, send and present information through the network in a secure and responsible manner. To know the possibilities of Internet services and their professional application in the company.
- To understand the need for good ICT governance in order to ensure security and quality in the use of the company's IT system; in particular, to understand the importance and basic purpose of IT auditing .
- To understand risks, threats, and types of cyber attacks in order to know how to apply basic security measures.
- Elaborate quality digital reports in an efficient way, integrating textual, numerical, graphical information.. from different sources.
- Perform data processing with spreadsheets, using examples of business management (simulation, target resolution, use of advanced functions, graphics, pivot tables, macros, data analysis...),.
- Use computer tools to support oral and written communication. Design and create publications (brochures, infographics...), including imageediting.
- Use tools for collaborative work and management of shared documents.
- Design and create a web site with text and images. To know the criteria for analyzing the quality of a website (in particular, the usability and accessibility of the site, as well as its implication in the positioning).

3. Syllabus

- ICT and its implication in the business environment.
- Advanced document design.
- Professional use of the spreadsheet in business management. Advanced functions (counting, conditional, search functions...), date management, pivot tables, advanced graphics, maps, data analysis, macros..
- Multimedia tools. Digital presentations. Publication design.
- Image editing tools.
- Tools for collaborative work.

- Publication of content on the web. Design and creation of web sites. Web site quality assessment: Criteria of evaluation.
- Other complementary tools.

4. Academic activities

Master classes: 12 hours

Theoretical-practical sessions in which the contents of the course will be explained, incorporating active methodologies that favor the participation and involvement of the student in the development of the class.

Practical classes: 38 hours

Computer sessions in which exercises will be solved with the computer tools that the student must learn to use.

Personal Study: 71 hours

Tests Evaluation: 4h

5 ECTS = 125 hours

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

In the FIRST CALL the subject will be evaluated in the modality of continuous evaluation throughout the semester by means of the activities that are indicated below and globally. If the student does not pass the subject by continuous evaluation , he/she will have the opportunity to pass it in the corresponding official calls; in these official calls the global evaluation will be carried out as specified below.

In SECOND CALL, the following will be evaluated by global system

Continuous assessment:

It consists of:

- A written test consisting of a series of questions (multiple choice or short answer) on the theory contents. will require at least a 3 (out of 10) to pass the course; it will contribute 15% to the final grade.
- Two practical tests consisting of performing on the computer exercises similar to those performed in class. A score of at least 5 (out of 10) will be required for each of the practical tests at . The first will contribute 45% of the final grade; the second will contribute 20%.
- Activities developed in the classroom (resolution of exercises, practices with applications, ...). This part will contribute 20% to the final grade.

Students may waive this last part, it being understood that the written test and the practical test will increase their weight in the final mark (20% for the written theory test, 55% for the first practical test and 25% for the second practical test).

The student who does not reach the required minimums in the continuous evaluation tests, must take the corresponding part in the final global test.

Global Assessment

It will be carried out in the official calls established by the Center. It will consist of:

- A written test consisting of a series of questions (multiple choice or short answer) on the theoretical contents. will require at least a 3 (out of 10) in order to pass the course; it will contribute 20% to the final grade.
- A practical test consisting of performing on the computer exercises similar to those performed in class, with the computer tools worked on in the term. At least a 4 (out of 10) will be required to pass the subject, and will contribute 80% to the final grade.

In the event that the student does not reach any of the required minimums, his/her grade will be failed and the numerical grade will be, at most, 4.5.

Assessment Criteria:

The evaluation will be based on the mastery of the theoretical contents, the ability to solve practical exercises using the computer tools and the quality of the proposed solutions.

6. Sustainable Development Goals

- 4 - Quality Education
- 8 - Decent Work and Economic Growth
- 9 - Industry, Innovation and Infrastructure