

27537 - ICT for Marketing

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	449 - Degree in Finance and Accounting
ECTS	6.0
Course	4
Period	First semester
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The learning process of the subject is based on the combination of interactive lectures, cooperative learning activities, problems and practical cases solving, the use of specific computer programs and the discussion and critical thinking of readings and cases.

5.2.Learning activities

During the course the student will take part in the following activities:

27537 - ICT for Marketing

- Lectures. Teacher will expose the main aspects and content of the course using audiovisual material. That material will help student to understand the concepts and their practical implications. The lectures are prepared to be interactive with a high participation of the students.

- Problems and practical cases solving, project elaboration and presentation, discussion of news and readings. These activities could be made during the class or out of the timetable and they could be made in group or individually.

- Use of specific computer program for the customer relationship management and for the management of information about the visitors of the firm webpage.- Individual work that includes the study of the content of the course, the elaboration of projects, information searching and analysis..

-Assessment activities.

5.3.Program

Chapter 1.- Analysis of the firm's marketing environment and the Marketing Information System

- 1.1. Introduction
- 1.2. Marketing environment
 - Macroenvironment
 - Microenvironment
- 1.3. Marketing Information System (MIS)
- Value of the information
- Elements of MIS
- MIS and TICs
- Exercises and practice

­ Chapter 2.- Relational marketing

- Introduction
- Marketing relational tools
- Customer Lifetime value (CLV)
- Exercises and practice

­ Chapter 3.- Web Analytics

- Introduction
- Objectives
- Advantages
- Process for its implementation
- Metrics
 - Exercises and practice

­ Chapter 4.- Design and implementation of a MIS for relational marketing strategies

- Definition of CRM
- Advantages
- Process and computer programs for implementing CRM
- Exercises and practice

5.4.Planning and scheduling

Students will be informed of the planification of the lectures and practical sessions at the beginning of the semester and through the Moodle platform . An overview of the planification of the course is shown in the following table:

27537 - ICT for Marketing

Week	Content
Week 1	Chapter 1
Week 2	Chapter 1
Week 3	Chapter 1
Week 4	Chapter 1
Week 5	Chapter 2
Week 6	Chapter 2
Week 7	Chapter 2
Week 8	Chapter 2
Week 9	Chapter 3
Week 10	Chapter 3
Week 11	Chapter 3 and Chapter 4
Week 12	Chapter 4
Week 13	Chapter 4
Week 14	Chapter 4
Week 15	Chapter 4

5.5. Bibliography and recommended resources

Updated bibliography is available through the website of the library: <http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a>