

## 61763 - Information technology and marketing relationship management

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	555 - Master's in Management, Strategy and Marketing
<b>ECTS</b>	3.0
<b>Course</b>	1
<b>Period</b>	Second semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **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 that has been designed for this subject is based on the following:

- Master lectures.
- Presentation and discussion about the scientific articles proposed by the professors.

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- Critical analysis production about different tasks.
- Exposition and debate of a final work carried out by the student.

The class is assembled based on three main foundations:

The first one analyzes the evolution and development of ICT, their salience for economy, enterprises and the marketing strategy. To do that, firstly, the marketing theoretical evolution is showed from the transactional to the relational standpoint, and the investigations, which bring to light the necessity of using ICT to put these theories in practice, are explained.

The second foundation of the subject 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 will explain some conceptual frameworks that have been developed in other fields of research related to marketing, such as psychology and sociology. Thus, on the basis of the 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 will 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 will be exposed. This point will serve to model the acceptance and usage of ICTs by companies and individuals.

Once the theoretical foundations of the subject have been showed, in the third block, the technologies related to the customer relationship management will be studied and the usage of ERP, CRM, B2C e-commerce and Big Data will be analyzed. This block starts introducing the ERP and, inside it, the CRM. From that point on the block will carry on studying the criteria to classify customers, social CRM, key factors of CRM, successful factor in the implementation, result measurement and profits stem from the adoption of CRM. Regarding the B2C e-commerce, encouraging and discouraging factors to purchase, online consumer behavior evolution and social commerce will be studied. Finally, the Big Data will be 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.

### 5.2.Learning activities

The program offered to the student to help achieving the results is focused on the following activities:

- Exposition sessions,
- Reading, presentation, exposition and discussion about research articles published in highly regarded journals,
- Active participation at class,
- Taking part in and resolution of the proposed practical cases,
- Proposal, development, exposition and discussion of a research project and/or final work carried out by the student.

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### **5.3.Program**

- ICT evolution and development, their importance for the economy, the enterprise and the marketing strategy.
- Models and theories related to the ICT adoption and acceptance by companies and individuals.
- Technologies linked to the customer relationship management.

### **5.4.Planning and scheduling**

The academic calendar for the on-site class will be published on the university website, the work submission and other activities will be communicated by the professors in charge of block through the means pointed out on this guideline.

### **5.5.Bibliography and recommended resources**