Universidad Zaragoza

27537 - ICT for Marketing

Academic Year	2018/19
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

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. The learning process of the course 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.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures (24 hours). 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 (36 hours). 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.
- Tutorials, exams (90 hours).

4.3.Syllabus

The course will address the following topics:

- Topic 1. Analysis of the firm's marketing environment and the Marketing Information System
  - o Introduction
  - o Marketing environment
    - Macroenvironment
    - Microenvironment
  - o Marketing Information System (MIS)
  - o Value of the information
  - o Elements of MIS
  - o MIS and TICs
  - o Exercises and practice
- Topic 2. Relational marketing
  - o Introduction
  - o Marketing relational tools
  - o Customer Lifetime value (CLV)
  - o Exercises and practice
- Topic 3. Web Analytics
  - o Introduction
  - o Objectives
  - o Advantages
  - o Process for its implementation
  - o Metrics
    - Exercises and practice
- Topic 4. Design and implementation of a MIS for relational marketing strategies
  - o Definition of CRM
  - o Advantages
  - o Process and computer programs for implementing CRM
  - o Exercises and practice

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (https://econz.unizar.es/) and the Moddle platform.

An overview of the planification of the course is shown in the following table:

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

4.5.Bibliography and recommended resources