61763 - Information technology and marketing relationship management

Syllabus Information

Academic Year: 2019/20
Subject: 61763 - Information technology and marketing relationship management
Faculty / School: 109 -

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0
Year: 1
Semester: Second 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 learning process that has been designed for this subject is based on the following issues:

- Lectures.

- Oral presentation and discussion about the scientific articles proposed by the professors.

- Active participation during practice sessions.

- Oral presentation. Exposition and debate of the final assignment.

The subject is organized into two fundamental sections:

The first foundation 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, considering 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, Social 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 criterions to classify customers, social CRM, key factors of CRM, successful factor and models in the implementation, result measurement and profits stem from the adoption of CRM. Regarding the Social Commerce, first, the evolution of online consumer behavior and the transition from e-commerce to social commerce will be studied. After this, the effect of interactivity in CRM will be analyzed to study social CRM. 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.

4.2.Learning tasks

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

- Lectures,

- Reading, oral presentation and discussion about research articles published in journals indexed in the first and second quartile of Social and Science Citation Index,

- Active involvement, in resolution of case studies,

- Proposal, development, oral presentation and discussion of a research project and/or final paper carried out by the student.

4.3.Syllabus

1.- Theories of adoption based on attitudes

2.- Theories of adoption and difussion of innovations and ICTs

3.- Technology Acceptance Model (TAM)

4.- Models derived from TAM

5.- CRM: Successful models and performance measures

6.- Social Commerce

7- Social CRM

8.- Big Data

4.4.Course planning and calendar

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 thorough the means pointed out on this guideline.

4.5.Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61763&year=2019