

Marketing Information Systems

Code: 103155
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

Name: Jorge Menal Casas
Email: Jorge.Menal@uab.cat

Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Other comments on languages

Language of partial use, for some thematic modules and to take care of foreign students

Prerequisites

There is no prerequisite

Objectives and Contextualisation

In general, this course pretends:

See the importance of current information systems in an organization and clarify to students the role of these Information Systems in the marketing decision-making process.

We want to explain the content and the development process of a standard system in an organization, providing students with the basic knowledge of modern Information Systems.

Furthermore, specifically, this program is designed so that participants can:

- Develop the ability to analyze marketing problems and the ability to break them down into simpler questions, so that it is feasible to search for Information to solve them.
- Acquire basic knowledge of Information Management, to at least be able to focus on the development and implementation of a SIM.
- Develop sensitivity to information biases and limitations.
- Remember some of the most current research methods and techniques and sources in the field of marketing
- Provide students with the application methodology, explain the content and its development.

The content of the subject will be sensitive to aspects related to the gender perspective.

Competences

- Analyse market data (competition and brand image) to develop a communication plan.

- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Learning Outcomes

1. Analyse the principles that lay the foundations for effectiveness analysis (cost-impact ratio).
2. Describe the nature of exchange relations between advertising companies and consumers.
3. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
4. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

Marketing Information Systems

- Marketing information system concept
- Structure of a Marketing information system

Information sources.

- Marketing databases
- New technologies (Internet, social networks, ...)

Big data

- Big Data concept
- Big Data use case study

Relationship marketing and CRM

- CRM concept
- CRM use case study

Consumer-focused information systems:

- Customer Journey Map
- Customer Life Cycle
- Neuromarketing

Business Intelligence and Information Systems

Methodology

Marketing Information Systems is a compendium of different areas of knowledge and, therefore, its development is interdisciplinary. Business management, marketing, market research, computing, strategic planning, communication, social media, are involved in its design.

Based on this thematic breadth, the framework of the program is developed starting from a theoretical-practical principle.

The sessions of the subject will consist of:

Theoretical sessions

Tutoring of the group work of the subject

Practical sessions in which the working groups will address the design of solutions that are used in Marketing

Information Systems (such as Big Data, CRM, etc ...). This design will be carried out at a conceptual level, without going into the development of software and / or hardware solutions.

Tutoring sessions in which the progress of each group will be reviewed during the practice of the subject.

The teaching methodology and assessment proposed in the guide may undergo some modification depending on the restrictions on attendance imposed by the health authorities.

depending on the health situation the teaching methodology may vary (more or less).

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theory and Practice Presentations	50	2	2, 3
Type: Supervised			
Internship tutorials	4	0.16	4, 2, 3
Seminars and exercises review	3.5	0.14	4, 2, 3
Type: Autonomous			
Group work preparation for internships	60	2.4	4, 2, 3
Research, readings, identification of models for seminars	25	1	4, 2, 3

Assessment

The evaluation of the subject is composed of:

Compulsory practices evaluated in class as a demonstration and understanding of the theoretical sessions. 20% mark

Group work: preparation and written and oral presentation of a report on a chosen company. 20% mark

Preparation of reports on conferences and other documents proposed by the teaching staff: 10% mark (individual evaluation)

Final exam with theoretical and practical part 50% mark

The revaluation activities will take place in the last weeks of the semester.

The practices and group work are NOT recoverable. ONLY the theory and the final exam can be made up with the make-up exam.

Students who do not achieve a grade of 3.5 on the theory test will have to go for recovery.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practices evaluated on the lecture theory	20%	3	0.12	4, 2, 3
group work of the subject	20%	1.5	0.06	1, 4, 2, 3
individual exercises and reports	10%	3	0.12	1, 4, 2, 3

Bibliography

ANDREU,R. RICART, J.E. VALOR J.(1997) "Estrategias y Sistemas de Información" Ed.MacGraw Hill Madrid

EMERY, J.C.(1990) "Sistemas de Información para la Dirección: Recurso estratégico crítico" Ed. Diaz Santos S.A. Madrid

GÓMEZ, ALVARO; SUAREZ, CARLOS. (2011) "Sistemas de Información: Herramientas prácticas para la gestión", 4ª edición, Ed. Ra-Ma, Madrid

KOTLER, Philip.(2012) "Dirección de Marketing" Ed. Prentice Hall.

A més, al llarg del curs es facilitaran diferents documents.

Software

no software