2022/2023

Automatisation of Marketing

Code: 104742
ECTS Credits: 6

Degree	Type	Year	Semester
2503873 Interactive Communication	OT	4	2

Contact

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Use of Languages

Principal working language: catalan (cat)

Some groups entirely in English: No

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: Yes

Other comments on languages

No

Prerequisites

The subject has no mandatory prerequisites.

Objectives and Contextualisation

The objectives of this subject are:

1. Introduce the student to unconventional marketing channels and activities, as they do not produce the expected results and promote automation where promising marketing opportunities are discovered.

2. New knowledge of marketing as a result of the significant increase in productivity provided by automation. New cohesive marketing strategies that generate value for customers.

3. Ability to analyze this technology that aims to capture the attention of your audience and stay connected by helping to prioritize critical activities by synchronizing efforts across a variety of channels such as social media.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages, academic papers, presentations, etc.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

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Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.
3. Analyse the sex-/gender-based inequalities and gender bias in one's own area of knowledge.
4. Communicate using language that is not sexist or discriminatory.
5. Consider how gender stereotypes and roles impinge on the exercise of the profession.
6. Critically analyse the principles, values and procedures that govern the exercise of the profession.
7. Cross-check information to establish its veracity, using evaluation criteria.
8. Distinguish the salient features in all types of documents within the subject.
9. Evaluate the impact of problems, prejudices and discrimination that could be included in actions and projects in the short or medium term in relation to certain people or groups.
10. Identify situations in which a change or improvement is needed.
11. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
12. Propose new methods or well-founded alternative solutions.
13. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
14. Propose projects and actions that incorporate the gender perspective.
15. Propose viable projects and actions to boost social, economic and environmental benefits.
16. Submit course assignments on time, showing the individual and/or group planning involved.
17. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

1. Introduction Marketing Automation.

1. Web.

2. Social Networks and texts.

3. Email.

4. Location of Banners.

2. The Benefits of Marketing Automation.

1. Visibility and Branding. Marketing strategy.

2. Investment.

3. Objectives.

3. How to set up a successful marketing automation.

1. Content marketing (search engines). Message personalization, scheduling, campaign execution, and lead rating.

2. Target customers.

3. The marketing automation tool.

4. Existing CRM or Social Media systems.

1. The importance of having integrated marketing automation solutions.

5. Conversions of email marketing and landing page campaigns.

1. Lead Management. Web visits and forms.

2. Clicks on Email campaigns, content downloads, participation in surveys.

3. Inbound Marketing Strategies.

6. Account-Based Marketing (ABM). The specifications.

7. Block of conclusions.

Methodology

The course is based on a theoretical-practical methodology through discussion sessions on materials and products with brand value that will be provided during the semester. The subject consists of a theoretical part and a practical part that will be developed in person.

Theory classes will be given the main concepts of marketing automation that will be complemented with videos, required readings and digital resources.

The activities and participation of students will be done in person during the classes at the UAB.

Resolution of several weekly cases in works in groups of four people resulting in a final project of the subject throughout the semester and always related to the theoretical class taught.

The teacher will ensure at all times the student's access to all resources and will offer everything at his disposal.

The detailed calendar with the content of the different sessions will be exposed on the day of the presentation of the subject. It will also be posted on the Virtual Campus, where students can find a detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper monitoring of the subject.

Note: 15 minutes of a class will be reserved, within the calendar established by the center / degree, for students to complete the surveys for evaluating the performance of teachers and evaluating the subject / module.

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			
Lecture	15	0.6	2, 1, 11, 10, 17, 12, 15
Practical activities in class	18	0.72	6, 3, 1, 4, 10, 17, 12, 13, 14, 5, 9
Problem Solving	7	0.28	3, 1, 4, 10, 17, 12, 14, 5
Seminar	8	0.32	2, 1, 11, 10, 17, 12, 15
Type: Supervised			

Assessment activities	25	1	6, 3, 1, 4, 10, 17, 12, 13, 14, 5, 9
Mentoring	15	0.6	6, 3, 1, 4, 10, 17, 12, 13, 14, 5, 9
Type: Autonomous			
Practical activities	37	1.48	6, 1, 10, 17, 13, 9

Assessment

The continuous evaluation of the subject will be based on the qualification of each student in the following evaluation activities:

A. Course work (30%). During the practical classes, in addition to carrying out the same class practices, the students, with the tutoring of the teachers, will prepare in groups of 4 people a course work in which they will have to analyze in depth a specific case. The conditions and dates of delivery of the course work will be explained on the first day of class

B. Realization of Practices in class (25%). These are tasks in which the student, in groups or individually, carries out activities guided or supervised by the teacher. Each of the practices has a specific qualification and averages for obtaining 25% corresponding to the class practices. The course will carry out at least 5 scoring practices.

C. Attendance and active participation in the classroom (10%). Attendance at the internship class is mandatory and only 20% of the sessions are allowed for the student.

D. Theoretical / practical exam (35%).

All the grades of the assessable tests will be posted on the Virtual Campus.

Any written work that has five spelling errors and / or barbarisms (adding 5 errors in total) will get a grade of zero. You will also get a zero any job with a percentage of plagiarism that exceeds the usual rules of the right of appointment; to detect possible plagiarism, computer procedures can be applied to the digital files of the works submitted, either by applying them to all or only to random samples.

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0

Recovery:

Students will have the right to recover the subject if they have been evaluated on all the activities, the weight of which is a minimum of 2/3 of the total grade of the subject. To do so, they can take a theoretical and/or practical exam (for the final work and individual practice) during the last weeks of the course.

Students who do not take any of the examinations or the make-up exams will be graded as not assessable.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assistance and active participation	10	15	0.6	6, 3, 1, 4, 7, 8, 10, 17, 16, 12, 13, 14, 5, 9
Final project	30	4	0.16	6, 2, 1, 11, 10, 17, 12, 13, 15, 9
Practical activities	25	4	0.16	6, 3, 1, 4, 10, 17, 12, 13, 14, 5, 9
Theoretical and practical exam	35	2	0.08	2, 1, 11, 10, 17, 12, 15

Bibliography

Martens, Diederik (2022). Marketing Automation Untangled.

Ferranti, Mike & Beck, Gary (2022) The Truth About Predictive Marketing Automation.

De Córdoba Trigueros, Fernando (2022) Los secretos de las marcas.

Brognara, Roberto (2022) Cómo piensan los algoritmos de Marketing. La eficacia en el marketing programático.

Katsov, Ilya (2021) Introduction to Algorithmic Marketing: Artificial Intelligence for Marketing Operations.

Rodríguez-Ardura, Inma (2020) Marketing Digital y Comercio Electrónico (2a Edición).

Gilbert, Patrick (2020). Join or Die: Digital Advertising in the Age of Automation.

Ayala, David (2020) Visibilidad online. Inmortaliza tu marca.

Maciá Domene, Fernand (2018) Estrategias de marketing Digital (Social Media).

Godin, Seth. (2018). This is Marketing: You Can't Be Seen Until You Learn to See.

Software

Word, Excell, Powerpoint. Also, free online tools and office suite packages will be used.