

**Emerging Marketing**

Code: 43406  
ECTS Credits: 10

Degree	Type	Year	Semester
4314947 Strategic Planning in Advertising and Public Relations	OB	0	2

**Contact**

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**Use of Languages**

Principal working language: spanish (spa)

**Teachers**

Carla Galvany Sanchez

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**Prerequisites**

This subject has no prerequisites.

It is recommended that students have knowledge of marketing as well as for analytics and creativity.

**Objectives and Contextualisation**

The new scenarios posed by the information society require a new approach to the design, planning and direction of marketing actions.

Knowing and using emerging techniques in the field of marketing will provide the student with the necessary skills to apply the new marketing trends in a profitable and effective way in the company. For this we will study the most relevant aspects and tools of online marketing as well as the analysis of data to evaluate the results and establish strategies.

Therefore, this module will be eminently practical.

**Competences**

- Analyse market data (competition and brand image) and, in accordance with the advertiser's briefing, design a strategic communication plan.
- Design and carry out market research.
- Design, plan and direct marketing actions in the new scenarios posed by the information society.
- Display determination, curiosity and creativity.
- Identify research problems and apply the most suitable qualitative and quantitative methodologies and tools in studies on communicative phenomena in advertising and PR.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.

## Learning Outcomes

1. Apply cutting-edge marketing planning tools.
2. Describe the workings of the new research tools.
3. Determine the integrative structure of a marketing plan.
4. Display determination, curiosity and creativity.
5. Distinguish and classify the new research techniques.
6. Distinguish and classify trends in marketing.
7. Distinguish and identify brand optimisation models and models of new media and channels.
8. Evaluate the effects of the application on the trading account.
9. Identify and filter the principal emerging trends and technologies.
10. Identify the new tools of commercial communication.
11. Integrate the different analysis tools for studying new trends in marketing.
12. Make skilled use of IT tools.
13. Recognise and analyse the organisation's ability to adapt and integrate changes.
14. Use advanced models and criteria for forecasting and monitoring.
15. Use the new commercial communication tools correctly.
16. Work in a team, showing respect for the roles of its members (workload, responsibilities, merits, etc.) and its dependencies.

## Content

1. Marketing within a company on the Internet: Trademark, market globalisation, virtual communities. Traditional marketing vs. current. Marketing vs. branding.
2. Marketing with thinking emerging, sectoral and ecommerce. Business profile types and specializations.
3. New techniques such as growth hacking and POE media online. Online Positioning, Social Media, Publicity, email marketing, etc.
4. Brand strategy. Targets, strategic line according to 4p, buyer person, key messages, KPIs, etc.
5. Innovation and digital transformation. Digital transformation vs digitization, with the technology is transforming women's rights, businesses and processes. Focus on the sector transformation.
6. Sensory marketing (audio branding).
7. Sensory marketing (smell).

## Methodology

The subject includes master classes, theoretical directed activities, individual supervised activities and in groups, as well as a set of autonomous activities to achieve the module's objectives.

Each of the paragraphs in which the contents are organised is provided by a specialist teacher.

Students will be organized into groups of 4 or 5 people and each of these groups will work on a case.

The module is divided into three parts with the following weight and content:

Marketing theory and digital transformation

- Achieving the theory of emerging digital marketing taught in the classes, through master classes that will be en
- Case studies of real clients, for the complete achievement of the theory imparted.

#### Emerging marketing project

- Market and consumer research to spot an opportunity, without having to create something that is not invented, simply improve what already exists.
- Create a small business that vibrates social awareness into your DNA, more beyond seeking economic profitat be extrapolable to the online environment and more specifically ecommerce.

#### Sensory marketing

- Sensory marketing: audio branding.
- Sensory marketing: smell.

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			
Lectures, discussion of cases and presentation of works	55	2.2	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
Type: Supervised			
Tutorials and follow-up of the work to be done and the cases to prepare	30	1.2	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
Type: Autonomous			
Related readings, preparation of cases and practices, study and elaboration of schemes	90	3.6	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14

### Assessment

The assessment of each part will have the following tests:

- 1) Digital Marketing (30%)

Individual test of the main concepts.

Realization of real case practices in group.

2) Comprehensive emerging marketing project (70%): Approach and basic tools (35%) and sensory marketing (35%)

As a group, students will develop a comprehensive emerging marketing project in relation to a real organization (company or institution), applying the content developed throughout the module. It must be taken into account that, regardless of incorporating the basic tools for its development, the marketing plan must incorporate an audio branding strategy that includes different sound tools applied to communicative actions that the selected organization can undertake (or a its product/service). This strategy should include a sono-type. Although it will not be mandatory to soundly materialize the audio branding elements that are chosen, a description, as detailed as possible, of the main characteristics and acoustic profiles, as well as the sensory experiences that are pursued with the communicative actions, will have to be elaborated. that are proposed.

On the other hand, within the framework of this project, the students will have to develop a briefing with objectives, definition of strategy, public, spaces and contact elements, etc. and subsequently make a proposal for an aroma to be used in a commercial brand already known by all, to see if it fits well in your brand positioning.

Revaluation:

For those students who have obtained a grade equal to or greater than 3.5 and less than 5 in the evaluation, there will be a summary test, which will be determined based on the part that has not been passed

A student is considered to be "Not evaluable" in the subject as long as he has not participated in any of the evaluation activities described.

Second enrolment:

In the case of a second registration, students will be able to carry out a single synthesis test that will consist of a theoretical-practical work on the module as a whole.

Plagiarism. Very important:

The student who performs any irregularity (copy, plagiarism, identity theft, etc.) that may lead to a significant variation in the grade of an act of evaluation, will be graded with 0 this act of evaluation. In case of more than one irregularity, the final grade of the subject will be 0.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Comprehensive emerging marketing project I (approach and basic tools)	35%	22.5	0.9	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
Comprehensive emerging marketing project II (sensory)	35%	30	1.2	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14
Digital marketing tests (test + practical real cases)	30%	22.5	0.9	1, 8, 4, 2, 3, 6, 5, 7, 9, 10, 11, 12, 13, 16, 15, 14

## Bibliography

Marketing Digital

- How Google Works - Eric Schmidt  
<https://www.amazon.com/How-Google-Works-Eric-Schmidt/dp/1455582344>
- Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World - Gary Vaynerchuk  
[https://www.amazon.com/Jab-Right-Hook-Story-Social/dp/006227306X/ref=sr\\_1\\_1](https://www.amazon.com/Jab-Right-Hook-Story-Social/dp/006227306X/ref=sr_1_1)
- Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions - Tim Ash  
<http://www.amazon.com/Landing-Page-Optimization-Definitive-Conversions/dp/0470610123>
- Curation: The power of selection in a world of excess  
[https://www.amazon.com/Curation-power-selection-world-excess-ebook/dp/B018R3FIXU/ref=sr\\_1\\_1](https://www.amazon.com/Curation-power-selection-world-excess-ebook/dp/B018R3FIXU/ref=sr_1_1)
- Google Adwords certification <https://support.google.com/partners/answer/3154326>

## Business Intelligence

- <https://docs.suitecrm.com/es/user/introduction/>
- <https://www.tableau.com/es-es/learn/training>
- [http://downloads.tableau.com/quickstart/main-guides/es-es/desktop\\_getstarted7.0.pdf](http://downloads.tableau.com/quickstart/main-guides/es-es/desktop_getstarted7.0.pdf)
- <https://www.tableau.com/es-es/products/trial>

## Sensory Marketing

- Barbeito, Mariluz y Perona, Juan José (2016). Nuevas tendencias en el contexto del marketing sensorial: el sonido como instrumento de comunicación estratégica en el actual escenario digital. Libro de Comunicaciones. Congreso AE-IC, Madrid 2016.
- Barbeito, M<sup>a</sup> Luz *et al.* (2019). "La marca que se escucha: estrategias sonoras en el branding de las instituciones". En *Las herramientas digitales en la comunicación social*. Coord. Isidoro Arroyo, Pilar Vicente y Samuel Calle. Madrid: Fragua. Pp. 55-72.
- Hultén, Bertil, Broweus, Niklas & Van Dijk, Marcus (2009): *Sensory marketing*. Reino Unido: Palgrave Macmillan.
- Moral, María y Fernández Alles, M. Teresa (2012): "Nuevas tendencias del marketing: el marketing experiencial. *Entelequia. Revista Interdisciplinar*, 14, pp. 237-251.
- Navalles, Pere. «Smell-Ad. La publicidad con aroma en el ambiente». *Questiones publicitarias*, [en línea], 2018, Vol. 1, n.º 21, pp. 13-19.  
<https://www.raco.cat/index.php/questionespublicitarias/article/view/v1-n21-navalles/440450>

## Software

Tableau for Teaching (<http://www.tableau.com/academic>).