

**Emerging Marketing**

Code: 42227  
ECTS Credits: 10

Degree	Type	Year	Semester
4313148 Marketing	OB	0	2

## Contact

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## Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

## Teachers

Montserrat Guerrero Gonzalez

Luis Zabala Lozano

Jordi Gamundi Ballbé

## Prerequisites

No requirements

## Objectives and Contextualisation

The new scenarios of the information and knowledge society in which we find ourselves require a new approach to the design, planning and direction of marketing actions.

This module is proposed:

- The student knows how to use the emerging techniques in the field of marketing in order to develop the skills and marketing and technological skills necessary to analyze and implement digital marketing strategies.

### Skills

- Know how to promote the web of an organization through SEO and SEM strategies.
- Carry out campaigns to capture leads and loyalty.
- Design of Inbound Marketing strategies as well as the associated content plan.
- Build and maintain the database of clients and potential clients CRM
- Analyze the data obtained to optimize the results.

- Identify new trends in marketing

## Results

- Develop creative skills in the realization of the web.
- Develop strategic marketing skills.
- Focus resources on business objectives.
- Evaluate the results to implement the specific actions.
- Develop the analytical spirit to stop making reports and deepen the analysis.

## Competences

- Design and carry out market research.
- Design, plan and direct marketing actions in the new scenarios posed by the information society.
- Develop communicative skills in oral presentations before critical audiences.
- Develop management and leadership skills.
- Display a wide-ranging knowledge of commercial communication tools in their current context.
- Generate innovative, competitive ideas and solutions.
- Implement emerging techniques in the field of marketing.
- Integrate and apply the new trends in marketing within the business, profitably and effectively.

## 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. Develop communicative skills in oral presentations before critical audiences.
5. Develop management and leadership skills.
6. Distinguish and classify the new research techniques.
7. Distinguish and classify trends in marketing.
8. Distinguish and identify brand optimisation models and models of new media and channels.
9. Evaluate the effects on the operating account of the application.
10. Generate innovative, competitive ideas and solutions.
11. Identify and filter the principal emerging trends and technologies.
12. Identify the new tools of commercial communication.
13. Make skilled use of IT tools.
14. Recognise and analyse the organisation's ability to adapt and integrate changes.
15. Use advanced models and criteria for forecasting and monitoring.
16. Use the new commercial communication tools correctly.

## Content

This module is organized in four parts: trends in marketing, e-commerce, digital marketing and interactive marketing of 2.5 ECTS. Each one will be evaluated independently and assigned to a responsible teacher. Your temporary planning is shown in the course calendar that will be published two weeks before the start of the quarter. At the end of the quarter an evaluation meeting or meeting will be held where the module's grade will be determined based on the notes of the component parts. After the teachers' meeting of the quarter the final grades will be published.

A) Trends in marketing (2,5 ECTS, Jordi Gamundi)

## Contents

1. Future Marketing Thinking
2. Innovation and new technologies applied to marketing
3. New marketing and future marketing director
4. New trends in the marketing mix.

#### B) E-Commerce (2,5 ECTS, Luis Zabala)

##### Contents

1. Digital entrepreneurship.
2. E-commerce: fundamentals
3. Web Page and Virtual Store: hostings and technology.
4. Mobile Marketing
5. KPIs. Scorecard

#### C) Digital Marketing (2,5 ECTS, Montse Guerrero)

##### Contents

1. Analysis *search engine optimization* SEO
2. Internet advertising: SEM, Google Adwords, social ads and marketplaces.
3. Web analytics: Google Analytics.
4. Inbound Marketing. Content Marketing and Social Media
5. E-mail marketing.
6. KPIs. Scorecard

#### D) Interactive Marketing (2,5 ECTS, Montse Guerrero)

##### Contents

1. CRM: Main tools and fundamentals
2. CRM: strategies and scorecards.
3. CRM: workflows and automatizations.
4. Internet recommendation models.

## Methodology

A set of different methodologies will be used: lectures, discussion of practical cases and exercises.

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 and case discussions	75	3	1, 9, 2, 4, 5, 3, 7, 6, 8, 10, 11, 12, 14
Type: Supervised			
Tutorials and exercises	30	1.2	1, 9, 2, 4, 5, 6, 13, 10, 16, 15
Type: Autonomous			

## Assessment

This subject/module does not offer the option for comprehensive evaluation.

### A. General rules for the evaluation of modules

This module is structured in different parts that are in charge of different teachers. The final grade of the module consists of the average of the marks of each subject or parts that make up the module.

It is considered that the module has been approved if:

1- the note of each part of the module is greater than or equal to 5 (on a scale of 0 to 10) and

2- the final grade of the module is greater than or equal to 4,5 (on a scale of 0 to 10)

If the module is not approved, the coordination of the master will offer the student the possibility of re-evaluating the parts that make up the module and that have not been exceeded if the grade is greater than or equal to 3.5, according to the teachers' assessment of the modules and coordination. If the student approves the re-evaluation, the maximum grade that will be obtained in the reevaluated part will be 5. The calendar of re-evaluations will be made public along with the list of notes of the module.

The student will have a grade of Not Evaluated if he / she does not attend at least 80% of the face-to-face classes (a control will be kept with a signature sheet) or if he / she does not perform at least 50% of the continuous assessment activities. Each teacher will specify in this guide how they will evaluate the students. If not specified in the guide, those evaluation standards will be delivered on the first day of class in writing.

### B. Calendar of evaluation activities

The dates of the different evaluation tests (partial exams, exercises in the classroom, delivery of works, ...) will be announced well in advance during the semester.

The date of the final exam of the subject is programmed in the exam calendar of the Faculty.

"The programming of the evaluation tests can not be modified, unless there is an exceptional and duly justified reason why an evaluation act can not be carried out, in this case, the persons responsible for the qualifications, after consulting the teaching staff and to the affected student body, they will propose a new program within the corresponding academic period." Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB)

The students of the Faculty of Economics and Business that in accordance with the previous paragraph need to change an evaluation date must present the request by filling in the document Request reprogramming prueba [https://eformularis.uab.cat/group/deganat\\_feie/solicitud-reprogramming-of-proofs](https://eformularis.uab.cat/group/deganat_feie/solicitud-reprogramming-of-proofs)

### Procedure for review of qualifications

Coinciding with the final exam will be announced the day and the medium in which the final grades will be published. In the same way, the procedure, place, date and time of the review of exams in accordance with the regulations of the University will be informed.

### Recovery Process

"To participate in the recovery process the students must have been previously evaluated in a set of activities that represent a minimum of two thirds of the total grade of the subject or module." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). The students must have obtained an average grade of the subject between 3.5 and 4.9.

The date of this test will be scheduled in the exam calendar of the Faculty. The student who presents himself and passes it will pass the subject with a grade of 5. Otherwise, he will keep the same grade.

#### Irregularities in evaluation acts

Without prejudice to other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "in the event that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation act, it will be graded with a 0. This evaluation act, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation acts of the same subject, the final grade of this subject will be 0". Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations)

Specifically, the evaluation of the module is based on the following criteria:

- Assistance (20%): This criterion is configured with attendance control and participation in the face-to-face sessions corresponding to the four parts (A, B, C and D) that configure the module.
- Individual exercises (20%): This criterion is configured with the tests proposed by each teacher in their part (A, B, C or D) in a uniform manner.
- Group practical exercises (60%): This criterion is configured with the proofs proposed by each teacher in their part (A, B, C or D) in a uniform manner.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exercises	20%	10	0.4	9, 2, 3, 7, 6, 8, 12, 14, 15
Group Practical Exercises (virtual store, web, CRM system, strategy development)	60%	30	1.2	1, 9, 4, 3, 8, 13, 10, 11, 12, 14, 16, 15
Lectures and case discussions	20%	10	0.4	9, 4, 5, 3, 7, 8, 13, 10, 12, 16, 15

## Bibliography

### References

#### Part A: New marketing Trends

Colon G. (2016). *"Disruptive marketing: what growth hackers, data punks and other hybrid thinkers can teach us about navigating the new normal"* Amazon books

Ito J. & Howe J. (2016). *"Whiplash: how to survive our faster future"* Grand Central Publishing

Jonhson N. (2015). *"The future of marketing: strategies from several leading brands"* FT press

Kawasaki G. (2011). *"Enchantment: the art of changing hearts, mind and actions"* Penguin publishing group

Kotler P., Kartaya H. & Setiawan I. (2016). *"Marketing 4.0: moving from traditional to digital"* John Wiley & sons

Navarro, F. Martínez, A. y Martínez, J. M. (2019). Realidad virtual y realidad aumentada: desarrollo de aplicaciones. Ediciones de la U. <https://elibro.net/es/ereader/uab/127127?page=1>

Parker G., Van Alstyne M. & Chondary S. (2016). "*Platform Revolution: how networked markets are transforming the economy*" W.W. Norton & Co

#### Part B: E-commerce

Asociación Española de la Economía digital. (2011). *Libro blanco del comercio electrónico*. Madrid: Asociación Española de Comercio Electrónico y Marketing Relacional. Retrieved from <http://libros.metabiblioteca.org/handle/001/243>

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>

Page, R. (2012). *Website Optimization: An Hour a Day* (Edición: 1). Sybex.

Turban, E., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2015). *Electronic Commerce - A Managerial and Social Networks Perspective*. Springer Berlin Heidelberg.

Turban, E., Strauss, J., & Lai, L. (2015). *Social Commerce: Marketing, Technology and Management*. Springer.

Turban, E., Whiteside, J., King, D., & Outland, J. (2017). *Introduction to Electronic Commerce and Social Commerce* (4th ed. 2017 edition). New York, NY: Springer.

#### Part C: Digital Marketing

Google Adwords certification: <https://support.google.com/partners/answer/3154326>

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)

Kaushik, A. (2009). *Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity* (1 edition). Indianapolis, IN: Sybex.

Martínez Polo, J. M. Martínez Sánchez, J. y Parra Meroño, M. C. (2015). *Marketing digital: guía básica para digitalizar tu empresa*. Editorial UOC. <https://elibro.net/es/ereader/uab/57864>

Martin-Guart, R. y Botey López, J. (2020). *Glosario de marketing digital*. Editorial UOC.  
<https://elibro.net/es/ereader/uab/167260>

Sainz, D. V. A. J. M. (2018). *El plan de marketing digital en la práctica*. ProQuest Ebook Central  
<https://ebookcentral.proquest.com>

Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days  
<https://www.amazon.com/Sprint-Solve-Problems-Test-Ideas/dp/150112174X>

Website Optimization: An Hour a Day - Rich Page  
[http://www.amazon.es/Website-Optimization-An-Hour-Day-ebook/dp/B007XLTKOQ/ref=sr\\_1\\_fkmr0\\_1](http://www.amazon.es/Website-Optimization-An-Hour-Day-ebook/dp/B007XLTKOQ/ref=sr_1_fkmr0_1)

#### Part D: Digital Strategy

Evert Gummesson (2012): "Total Relationship Marketing", Routledge Publishing

Francis Butle and Stan Maklan (2015): "Customer Relationship Management: Concepts and Technologies", 3rd Edition, Routledge Publishing.  
[https://books.google.es/books?id=slGhBgAAQBAJ&lpg=PR6&ots=RtDwK-sT\\_j&dq=Francis%20Buttle&hl=ca&pg](https://books.google.es/books?id=slGhBgAAQBAJ&lpg=PR6&ots=RtDwK-sT_j&dq=Francis%20Buttle&hl=ca&pg)

Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising  
[https://www.amazon.com/Growth-Hacker-Marketing-Primer-Advertising/dp/1591847389/ref=pd\\_lpo\\_sbs\\_14\\_t\\_0](https://www.amazon.com/Growth-Hacker-Marketing-Primer-Advertising/dp/1591847389/ref=pd_lpo_sbs_14_t_0)

Kumar & Werner Reinartz (2018): "Customer Relationship Management: Concept, Strategy, and Tools", 3rd Edition, Springer Publishing

Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity  
<https://www.amazon.com/Web-Analytics-2-0-Accountability-Centricity/dp/0470529393>

## **Software**

- Wordpress.
- Google Analytics.
- Google Ads.
- Salesforce.
- Screaming Frog.
- Mail Chimp.
- Redes sociales: Facebook, Youtube, Twitter, Tik Tok, Instagram, Pinterest...