UAB
Universitat Autònoma de Barcelona

Emerging Marketing

Code: 43406
ECTS Credits: 10

2024/2025

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

Contact

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Teachers

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Teaching groups languages

You can view this information at the end of this
document.

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 and sensory, 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.

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- 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

Contents

1. Marketing: A comprehensive 360º vision of all the topics that we will address in the module, analyzed from a non-traditional perspective.

2. Online strategy. Studies of trends in emerging marketing.

3. Branding and ecommerce. Hacks, within the increasingly changing Ecommerce environment, to take into account to create a sustainable competitive advantage.

4. Operational. Tactical approach to the Ps, taking into account tools and resources of interest to essentially innovative emerging companies.

5. Startups and digital businesses.

6. MarTech and Data driven Marketing.

7. New trends in brand strategy.

8. Impact of artificial intelligence on emerging marketing.

9. Augmented reality, virtual reality and metaverse.

10. Sensory marketing (audio branding).

11. Sensory marketing (smell).

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

Activities and Methodology

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

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 encouraged in the debate.
● 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, perhaps simply improve what already exists.
● Create a small business that vibrates social awareness into your DNA, more beyond seeking economic profitability. This company must be able to 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.

Assessment

Continous 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

This module does not provide for a single evaluation system.

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.

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
- Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions - Tim
  Ashhttp://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
- 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
- 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, Mª 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.
- Barrio, E.; Enrique, A.M.; Barbeito, M.L. and Fajula, A. (2021). "Sonic identity and audio branding elements in Spanish radio advertising". Anàlisi: Quaderns de Comunicació i Cultura, 65, 103-119. DOI: https://doi.org/10.5565/rev/analisi.3330
- Barrio-Fraile, E., Barbeito-Veloso, M. L., Fajula-Payet, A., Perona-Páez, J. J., & Enrique-Jiménez, A. M. (2023). Uso del podcast corporativo como herramienta de comunicación de los ODS en el sector bancario español . *Revista Latina De Comunicación Social*, (81), 97-122. https://doi.org/10.4185/rlcs-2023-2011
- 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

No specific programming is used

Language list

Name	Group	Language	Semester	Turn
(TEm) Theory (master)	30	Spanish	second semester	afternoon