UAB
Universitat Autònoma de Barcelona

Marketing Information Systems

Code: 103155
ECTS Credits: 6

2025/2026

Degree	Type	Year
Advertising and Public Relations	OP	4

Contact

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Teaching groups languages

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

Prerequisites

Average knowledge of the English language, to write and express themselves orally with some fluency

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.

Learning Outcomes

1. CM21 (Competence) Design marketing plans that take suppliers, budgets, and cost control into account.
2. KM27 (Knowledge) Recognise the value of brands and audiences as strategic linchpins in the relationship between advertisers and consumers.
3. SM22 (Skill) Analyse the consumer to determine the most suitable insight for the design of an advertising campaign strategy.

Content

Marketing Information Systems

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

Information sources.

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

The Marketing Audit

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

Glolalization , Marketing and SI

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical sessions	37.5	1.5	
Theory sessions	15	0.6	
Type: Supervised			
Internship tutorials	4	0.16	
Seminars and exercises review	3.5	0.14	
Type: Autonomous			
Group work preparation for internships	60	2.4	
Research, readings, identification of models for seminars	22.5	0.9	

The subject is taught 100% in English and students must respond, orally and in writing, in the English language. In practices, lectures and exams.

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 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.

Note: The content of the course will be sensitive to aspects related to the gender perspective and the use of inclusive language.

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
Final Exam	40	2	0.08	CM21, KM27, SM22
group work of the subject	25%	1.5	0.06	CM21, KM27, SM22
individual exercises and reports	10%	1	0.04	CM21, KM27, SM22
Practices evaluated on the lecture theory	25%	3	0.12	CM21, KM27, SM22

This course is subject to continuous assessment and does have a single assessment.
CONTINUOUS ASSESSMENT
The CONTINUOUS assessment for this course consists of:
A) Mandatory practical exercises assessed in class as a demonstration and understanding of the theoretical sessions. 25% grade.
B) Group work: preparation and written and oral presentation of a report on a chosen company. 25% grade.
C) Preparation of conference reports and other documents proposed by the faculty: 10% grade (individual assessment).
D) Final exam with theoretical and practical sections: 40% grade. A grade of 3.5 out of 10 on the continuous assessment exam is required to average the remaining activities: group practical exercises and group work/projects for the course.

A (25%) + B (25%) + C (10%) + D (40%) = 100% FINAL GRADE FOR THE COURSE - CONTINUOUS ASSESSMENT

Reassessment activities will take place in the final weeks of the semester.

The practical exercises and group work cannot be made up. ONLY the theory and final exam can be made up with the make-up exam. Students who do not achieve a grade of 3.5 on the theory exam must take a make-up exam.

Single Assessment

The single assessment system for the course is based on the following percentages:

A) 50% Test (EXAM) WITH THEORETICAL AND PRACTICAL PARTS. A passing grade (5/10 or higher, EACH PART INDEPENDENTLY - NO AVERAGE WILL BE TAKEN) must be obtained to pass the course (an essential condition). (The exam format is different from the continuous assessment format.)

B) 20% Presentation of a short report to be defended orally individually. Date to be determined.

C) 30% Submission of an INDIVIDUAL final project:

A (50%) + B (20%) + C (30%) = 100% FINAL GRADE FOR THE SUBJECT - SINGLE ASSESSMENT

Resit: single assessment

a) According to regulations, in order to participate in the resit process, students must have previously been assessed on at least two-thirds of the total assessable activities for the subject.

b) The THEORY AND PRACTICE exam may only be retaken if the student has obtained a grade lower than 4.9. The resit exam will consist of a written test assessing theoretical and practical knowledge.

c) The grade obtained in the REPORT DEFENSE (20%) will be included in the weighted average of the final grade. Only if the student fails this exam and so decides, may they opt to retake it with a similar exam.

d) The final assignment for the INDIVIDUAL subject (30%) is an assessable assignment that cannot be retaken if it is failed. This is because completing such an assignment is practically impossible given the time available for retakes.

(EN) If the student commits any irregularity that could lead to a significant change in an assessment, this assessment will be graded with a 0, regardless of any disciplinary process that may be initiated. If multiple irregularities occur in assessments for the same subject, the final grade for this subject will be 0.

NOT ASSESSABLE

Students who have not completed at least 33% of the assessment activities provided for in any of the subject's assessment systems will be considered 'not assessable' and will therefore be included in the final grade.

ARTIFICIAL INTELLIGENCE

For this subject, the use of artificial intelligence (AI) technologies is permitted exclusively according to the guidelines indicated by the teaching staff. Students will be required to clearly identify which parts were generated with this technology, specify the tools used, and include a critical reflection on how these toolsinfluenced the process and the final outcome of the activity. Lack of transparency in the use of AI in this assessable activity will be considered a breach of academic honesty and may result in a partial or total penalty in the activity grade, or more severe sanctions in more serious cases.

Bibliography

MARSHALL, KIMBALL.P -(1995)" Marketing Information Systems: creating Competitive Advantage in the information age"-Ed. BOYD and Fraser - Jackson State University .USA

GARMENDIA AGUIRRE, Fermin (2007) " El nuevo sistema de información de MK- SIMK-".Ed. Librios profesionales ESIC-

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.

In addition, at the end of the course, different documents will be provided.

Software

no software

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	English	first semester	afternoon
(TE) Theory	5	English	first semester	afternoon