

Degree programme	Type	Course
Interactive Communication	OP	4

Contact lecturer

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Prerequisites

The subject has no mandatory prerequisites.

Group languages

You can consult this information at the [end](#) of the document.

Objectives

The objectives of this subject are:

1. Introduce the students 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.

Learning outcomes

1. Distinguish the salient features in all types of documents within the subject.
2. Cross-check information to establish its veracity, using evaluation criteria.
3. Submit course assignments on time, showing the individual and/or group planning involved.
4. Identify situations in which a change or improvement is needed.
5. Propose new methods or well-founded alternative solutions.
6. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
7. Propose viable projects and actions to boost social, economic and environmental benefits.
8. 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.
9. Propose projects and actions that incorporate the gender perspective.
10. Communicate using language that is not sexist or discriminatory.
11. Critically analyse the principles, values and procedures that govern the exercise of the profession.
12. 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.
13. Analyse the sex-/gender-based inequalities and gender bias in one's own area of knowledge.
14. Consider how gender stereotypes and roles impinge on the exercise of the profession.

15. Analyse a situation and identify its points for improvement.
16. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.
17. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.

Contents

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. Robotic Process Automation applied to Data Marketing.

1. Use of "robot" software that imitates humans action to connect systems that do not have APIs .

2. Introduction to software bots (RPA) for the massive extraction of data (web scraping) of trends and competition in an automated way

3. Automation of repetitive marketing tasks: software bots that download physical sales reports and unification

web analytics.

7. Block of conclusions.

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

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Seminar	8	0.32	4, 5, 6, 7, 15, 16, 17
Mentoring	15	0.6	4, 5, 8, 9, 10, 11, 12, 13, 14, 15, 16
Lecture	15	0.6	4, 5, 6, 7, 15, 16, 17
Problem Solving	7	0.28	4, 5, 9, 10, 13, 14, 15, 16
Practical activities in class	18	0.72	4, 5, 8, 9, 10, 11, 12, 13, 14, 15, 16
Assessment activities	25	1	4, 5, 8, 9, 10, 11, 12, 13, 14, 15, 16
Practical activities	37	1.48	4, 8, 11, 12, 15, 16

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.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for eActive course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

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.

Assessment

Continuous assessment activities

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

This subject doesn't provide for the single assessment system

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 (40%). These are tasks in which the student, in groups of 4 people, 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 6 or 7 scoring practices.

C. Attendance and active participation in the classroom. Attendance at the internship class is mandatory and only 20% of the sessions are allowed for the student always for justified reasons (e.g. illness with medical certificate)..

D. Theoretical / practical exam (30%).

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.

The use of artificial intelligence will be defined by the course instructor on the virtual campus once assigned.

Bibliography

The basic bibliography is arranged in order from present to past:

N. Sheth, Jagdish & Jain, Varsha (2026). AI Marketing Essentials. Concepts and practice for the Digital Age.

Wirtz, Jochen & Lovelock, Christopher (2025). Services Marketing: People, Technology and Strategy.

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.

Godin, Seth (2002). La Vaca Púrpura (Purple Cow).

Software

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

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift

(TE) Theory	6	Catalan	second semester	afternoon
(PLAB) Practical laboratories	61	Catalan	second semester	afternoon