

## 61763 - Information technology and marketing relationship management

### Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	3.0
Year	1
Semester	Second semester
Subject Type	Optional
Module	---

### **1.General information**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.Methodological overview**

The learning and teaching methodologies designed for this course are based on:

- Lectures
- Presentation and discussion of the scientific articles proposed by the professors.
- Critical analysis production of different tasks.
- Presentation and discussion of a final project.

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The course's contents are organized according to three main sections:

The first section analyzes the evolution and development of ICT, their importance for the economy, enterprises and marketing strategies. Therefore, the professors will explain, firstly, the marketing theoretical evolution from the transactional to the relational standpoint, and secondly, the research that brings to the fore the necessity of ICTs to put these theories into practice.

The second section focuses on the study of different models and theories related to the adoption and acceptance of ICT by companies and individuals. For that purpose, the professors will explain some conceptual frameworks developed in other fields of research such as psychology and sociology (all of them related to marketing). Thus, considering theories related to individual motivations and behavior models based on attitudes, the main ICT adoption, diffusion and acceptance models are addressed. In this point, the professors will highlight the Technology Acceptance Models (TAM): structure, evolution, main factors and proposed relations, fusion with other theories, and limitations. Finally, the main variables and factors for the ICT adoption will be explained. This point will serve to shape the acceptance and usage of ICTs by companies and individuals.

Once the theoretical part of the course has been taught, in the third section, the technologies related to the customer relationship management will be studied and students will analyze the usage of ERP, CRM, Social Commerce and Big Data. This section starts introducing the ERP and, within it, the CRM. After that, it will appear the criteria to classify customers, social CRM, key factors of CRM, successful factor and models in the implementation, result measurement and profits stem from the adoption of CRM and Social CRM. Regarding the Social Commerce, online consumer behavior will be studied. Finally, the Big Data will be presented to the students, which is one of the technological tools with more potential that enables companies to interact with users offering personal offers, to improve decision-taking and to predict consumption patterns.

### 5.2.Learning tasks

The course includes the following learning tasks:

- Lectures.
- Readings, presentation, and discussion of research articles published in leading journals.
- Active participation in class.
- Taking part in and solving the proposed practical cases.
- Proposal, preparation, presentation and discussion of a research project and/or final assignment.

### 5.3.Syllabus

The course will address the following topics:

- ICT evolution and development, their importance for the economy, the enterprise and the marketing strategy.
- Models and theories related to the ICT adoption and acceptance by companies and individuals.
- Technologies linked to the customer relationship management.

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### **5.4.Course planning and calendar**

The calendar of sessions will be published on the university website, the submission of assignments and other activities will be communicated by the professors thorough the appropriated means.

### **5.5.Bibliography and recommended resources**