Teaching guide

IDENTIFICATION DETAILS

Degree:	Business Analytics

Field of Knowledge:	Social and Legal Science

Faculty/School:	Law, Business and Governance

Course:	Marketing Analytics and Social Media

Type:	Compulsory	ECTS credits:	6

Year:	4	Code:	5340

Teaching period:	Seventh semester

Area:	Management Analytics

Module:	Disciplinary Training

Teaching type:	Classroom-based

Language:	English

Total number of student study hours:	150

Teaching staff	E-mail
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Jorge Valero Rodríguez	

SUBJECT DESCRIPTION

Businesses of different sizes are now faced with growing competition, rapidly changing buyer behaviour, and a plethora of data. Access to large amount of data is obviously an asset yet it does not always translate into making better decisions. Knowing how to interpret and find value in data is 'the' challenge. Marketing analytics plays an important role in transforming and interpreting data into meaningful insights to determine the ROI of marketing

efforts and improve business performance.

We assume some marketing knowledge. We complement two analytical approaches: the fist more attached to KPIs and the second for some advance models

GOAL

The main objective of this course is to develop an understanding of marketing analytics and how data-driven decision-making impacts marketing strategy. In this course, you will gain experience and insight into marketing analytics tools to improve the performance of marketing processes.
Understand the main KPIs
Develop some advance models

PRIOR KNOWLEDGE

Those acquired in previous subjects such as "commercial and marketing management"

COURSE SYLLABUS

To gain a better understanding of the market and evaluate marketing performance by understanding the marketing process, metrics, analytics, and strategies, the following topics will be covered:
1.- Marketing Process and the Buyer/Customer Persona (Segmentation, Targeting, Positioning – STP, and 4Ps/7ps)
2.- Products and Services: Understanding KPIs and their role in measuring product acceptance and brand success is crucial for any marketer. This section will equip you with the knowledge to do just that.
4.- Forecasting volume: as a base for pricing and Sales
3.- Price: Exchange value, wtp and elasticity data models. Performance indicators. Psychological and competitive pricing factors. Introduction to non-constrained markets: revenue management models
4.- Distribution: channel KPIs. Retail planogram optimisation. Channel attribution model
5.- Integrated Marketing communication: communication KPIs, ATL and BTL measures.
6.- Digital marketing: This section will explore the main KPIs and measures used in digital marketing, as well as the exciting world of social networks analysis and advanced SNA analysis, revealing the vast potential of these tools in modern marketing.
7.- Marketing analytics dashboards and and visualisation

EDUCATION ACTIVITIES

The students will apply their learning of Marketing Analytics, both in class and online, by engaging in a variety of activities:
The following diverse and interactive activities are meticulously planned to fulfil the learning goals/objectives of the course:
- To gain further knowledge about specific industries, guest speakers will be invited from industry to share their experiences and insights with the students.
- To practice thinking in critically analytical and evaluative ways, students will practice, categorization, selection and judgement exercises like short quizzes and business scenarios.
- To ground theory and concepts, data analysis exercises and case studies will be introduced to the students to investigate further and analyze.
NOTES: - Assignments are individual work and plagiarism will be strictly controlled. Any instance of plagiarism, as

well as the use of illegitimate means in the evaluation tests, will be met with severe sanctions as per the provisions of the Evaluation Regulations and the University's Coexistence Regulations.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

Capacity for organising, systematization and planning in identifying problems, levers and models in the context of big data.

Capacity for analysing data on a large scale from different sources: audiovisual, textual and numerical.

Capacity for critical, self-critical, analytical and reflexive thought.

Specific skills

Know and understand the basic principles of business analytics and its essential concepts and tools, geared towards identifying and assessing opportunities in all the functional areas of the business: general and strategic

management, human resources, finance, marketing, production and operations.

Know how to manage quantative and computer tools for decision-making.

Understand the marketing and analytics relationship by applying descriptive analysis

Understand the marketing and analytics relationship by applying advance analytics methods

LEARNING RESULTS

manage descriptive analysis for marketing purposes

manage some advance analytics models for marketing puporses

connect marketing model with analytics outputs

Manage digital marketing actions from an analytics point of view

LEARNING APPRAISAL SYSTEM

EVALUATION SYSTEM:
The evaluation parameters and their description are as follows:
1.- Participation: 20%. Effective participation means (a) active, (b) substantive, and (c) continuous (d) contribution; occasional non-substantive comments or questions do not meet this requirement. Performance is assessed by the instructor based on each participant's contribution, which may take the form, among others, of preparing and discussing class readings, raising or answering questions, offering comments, enriching the class with relevant items of interest from the media or personal experiences, taking part in brief in-class and/or take-home quizzes, cases, or other exercises, and overall effort throughout the term. Marks can range between 0-20. This score will only be considered if the student attends at least 80% of the class sessions. Esta puntuación sólo se tendrá en cuenta si el alumno asiste al menos al 80% de las sesiones de clase.
2.- Partial Knowledge Tests (PKTs) [Pruebas de conocimiento parcial – PCPs]: 30%. Two PCPs - Individual/Group The PCPs might take the form of in-class tests/presentations/projects to assess the knowledge and skills that the student has acquired during the development of the subject. You must pass each PCP (average 50%) to pass the subject. Submission: The end of blocks.
3.- Final exam: 50%. Case Study (Individual). Students will be presented with a business case and required to classify, interpret, and analyse the information, developing evidence-based conclusions and recommendations. You have to pass the case study (average 50%) to pass the subject

ALTERNATIVE ASSESSMENT: for students with academic dispensation, repeaters or in a situation of exchange of studies
1.- Partial Knowledge Tests (PKTs) [Pruebas de conocimiento parcial – PCPs]: 30%. Two PCPs - Individual/Group The PCPs might take the form of in-class tests/presentations/projects to assess the knowledge and skills that the student has acquired during the development of the subject. You must pass each PCP (average 50%) to pass the subject. Submission: The end of blocks.
2.- Final exam: 70%. Case Study (Individual). Students will be presented with a business case and required to classify, interpret, and analyze the information, developing evidence-based conclusions and recommendations. You must pass the case study (average 50%) to pass the subject. The
EXÁMENES CONVOCATORIA ORDINARIA is also a chance (voluntary) for students who have achieved 5/10 or more in PCPs/exams but want to improve their grades in that part of the subject. Final Grades will be published after EXÁMENES CONVOCATORIA ORDINARIA. If you fail to pass the subject (as a whole) or one of the assignments, then a 'suspended' grade rating will appear, and you will have to attend the 'EXÁMENES CONVOCATORIA EXTRAORDINARIA,' which will maintain the same evaluation criteria.

HONORS It is the exclusive faculty of the teacher of this subject in recognition of excellence, granting or not distinguishing, according to the criteria of academic regulations and provided that the student has demonstrated special proactivity, mastery of the subject, ability to integrate with the rest of the disciplines of the Degree, autonomous research capacity, etc.

PLAGIO In this subject and for all the training activities that take place in it, including the Exam, the TURNITIN tool is activated, applying, if similar, the evaluation regulations of the University Francisco de Vitoria. Plagiarism, as well as the use of illegitimate means in the evaluation tests, will be sanctioned in accordance with the provisions of the Evaluation Regulations and the University's Coexistence Regulations.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Artun, Omer - Levin, Dominique Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data 1 st edition

Banasiewicz, Andrew D. Marketing database analytics: transforming data for competitive advantage 2013

Additional

Winston, Wayne L. Marketing Analytics: Data-Driven Techniques with Microsoft Excel 2014