Objectives

> To understand the crucial role of IT on each of the components of the marketing mix
> To discover the need of a new professional profile best adapted to the new IT/Mkt departments needs
> To gain strategic criteria and knowledge for comparing, evaluating, selecting, and contracting such technologies and services under different exploitation models.
> To know real cases using ITM in innovative ways
> To be able to develop a practical strategic ITM plan

Description

This course prepares professionals on the concepts and technical basics of Information Technologies for Marketing (ITM). IT tools, applications, and related technological services are commonly used today to support the marketing strategy implementation oriented to the business objectives of any competitive organization. Simple and advanced resources will be analysed during the course in terms of pros and cons criteria, selecting the most effective and affordable according to planned business objectives.

The course will cover the traditional and the new of ITM applied to the marketing mix of Product, Place, Price, and Promotion, including Digital Marketing and tools used for ITM Management and Analysis. Focus will be on technical, strategic, and contractual requirements, in addition of best practices applying.

Another important topic covered in this course is IT Security from the managerial responsibility perspective. Despite the fact that IT security is a horizontal issue that affects an entire organization, many risks can be originated with the use of ITM resources or can be leveraged by them. Additionally, aspects such as e-reputation, privacy, hoax, hacking, or IPR need to be assessed according the probability of threats and risks and their possible impact to the organization.

Finally, we will review some emerging technologies analysing their potential for new products or as marketing means. Knowing in advance new trends particularities and their evolving technological environments give managers the opportunity to be best prepared to business’ continuity or for starting new ones with success. For each one a realistic approach is made, assessing them according its features, expanding our knowledge focused on business and on operations.

Contents

Introduction to ITM: Definitions, Trends in Marketing, IT for Marketing (ITM)
ITM Architecture and Roles: Marketing Technology landscape, IT and Marketing Mix, Marketing Technologist (CMT) roles
Information Technology for Marketing

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Marketing Technologies I: Inbound & Outbound Marketing, Direct Marketing channels
Marketing Technologies II: Online advertising, Display advertising, SEO, SEM
Marketing Technologies III: Web 2.0, Social Media Marketing, Community building, Viral Marketing
ITM Mobile and Geolocation: Mobile Marketing, Geolocation, AdverGaming, Mobile payments
  > Guidelines for the Final group work: Strategic Marketing & Technology Plan Case Study
ITM in e-Commerce: e-Commerce Marketing, m-Commerce, online Payments, Content marketing
Management tools and services: Marketing Information Systems (MkIS), Marketing automation software, Geomarketing, CRM
Trends and Emerging Technologies: IT and productivity, IT trends, Emerging technologies.

Case Study, group report and presentation: Students will have to present a complete Case Study in teams, applying on it the acquired knowledge along the course. The Case Study will be based on a Strategic IT Marketing Plan as to be presented to a Managerial Board.

Methodology

Lectures, benchmarking analysis, best practices, examples, case discussions, exercises, group projects, and debates in two main types of activities: Master Classes and Seminars oriented to foster student participation in open discussions on proposed themes.

There is no textbook for this course. Instead, some reading material and audio-visual material will be distributed before some sessions. Students are expected to read the assigned materials before coming to class. In addition, specific bibliography will be suggested along the course.

In classroom
  > Master Class: Traditional class with main concepts and examples.
  > Seminar: Individual or in-group activities oriented to develop specific skills.

Out-of-class work
  > Master Class: Proposal of research and reading material related with on-going lessons.
  > Seminar: Tasks will be proposed one week in advance.
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Evaluation criteria
This course is graded from 0 to 10 points. Its evaluation will be determined on the following basis:

**Individual and in-group Reports and Presentations:** assignments evaluated in content and presentation quality. 30%

**Final Case Study (in-group):** Full report + team presentation. Twofold evaluation: professor + students. 30%

**Class Attendance and Participation:** active participation in seminars is highly encouraged. 20%

**Final Exam:** all evaluation items and final exam approval are mandatory. 20%

**Class Participation**
Effective class participation requires you to:
- Prepare the assigned materials before the class session.
- Quality of participation is what counts: If you do not have a response, say so.
- Regularity in participation is expected. Aim at participating in every case or exercise.
- Attending class is necessary, but not a sufficient condition for participation credit.
- Come in on time and stay in the same seats (if possible) through the semester.

You may prepare assignments with your group. You may also use your group’s help to complete homework that will be graded only on whether they are turned in on time.

**Homework**
An assignment composed by a short work about the business case discussed in the seminar part will be required for every class. These assignments will be required either to be done in-group or be individual. Description for every assignment will be posted during the class as well as the date to deliver it. As a general rule every assignment will be returned to the professor one week after assignment was posted.

**Final group work**
Students will have to develop and present a final work in teams, applying on it the acquired knowledge along the course. This work will be a Strategic IT Marketing Plan as to be presented to a corporate Managerial Board.

**Final Exam**
A final exam will be done to evaluate how students have followed and understood the course. Final exam will consist in a request of short descriptions of main concepts and contents developed at class as well as logical conclusions derived by contents.
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IMPORTANT
Students are required to attend 80% of classes. Failing to do so without justified reason can have important consequences in your final grade.

As with all courses taught at the UPF Barcelona School of Management, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. If the course is again failed after the re-take, students may have to register again for the course the following year.

Plagiarism is to use of another’s work and to present it as one’s own without attributing the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at a Barcelona School of Management Master of Science and signing the “Honour Code,” students acknowledge that they understand the Barcelona School of Management’s policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.

Other
The use of smart phones, laptops, tablets, etc., is only permitted (and encouraged) during seminars sections and only for class development requirements when indicated. Any kind of class recording is not permitted.

Bio of the professor

> Independent consultant and associate professor
> MSc in Interactive Communications; Telecommunications engineering; Project management; Space systems and technologies.
> Entrepreneur, founder and manager of several start-ups. Broad experience in lecturing and training on IT. Being online since 1985.
> National Coordinator for the UN initiative 'World Space Week'.
> Contributed to the development of the on-board Road Beacon Traffic Signs (RBS) concept.
> Contributed to the concept and development of the 1st Multimedia Electronic Newspaper "NewsPAD".
> Technology Manager at IOC headquarters during the ‘92 Barcelona Olympic Games.
> Specialties: Marketing Technologies, Dissemination and Outreach, Training, Conference speaker, Analysis and evaluation of R&D projects.