VNIVERSITAT Ð VALÈNCIA

## COURSE DATA

| Data Subject | |
|---|---|
| **Code** | 36525 |
| **Name** | Customer and Marketing Analytics |
| **Cycle** | Grade |
| **ECTS Credits** | 6.0 |
| **Academic year** | 2023 - 2024 |

| Study (s) | | | |
|---|---|---|---|
| **Degree** | **Center** | **Acad. year** | **Period** |
| 1332 - Degree in Business Intelligence and Analytics | Faculty of Economics | 2 | Second term |

| Subject-matter | | |
|---|---|---|
| **Degree** | **Subject-matter** | **Character** |
| 1332 - Degree in Business Intelligence and Analytics | 21 - Marketing Analítico y Consumidor | Obligatory |

| Coordination | |
|---|---|
| **Name** | **Department** |
| CUENCA BALLESTER, ANTONIO CARLOS | 43 - Marketing and Market Research |

## SUMMARY

The subject of Customer and Marketing Analytics is a subject of the second year of the Degree in Business Intelligence and Analytics (BIA). This course will try to give an introduction to the discipline of customer and marketing Analytical, providing the student with the knowledge, abilities and skills necessary to understand Business Intelligence and Analytics from a perspective based on ethical responsibility, the equal responsibility and professional responsibility. For this, it will be necessary, among other aspects, for the student to know how to interpret the impact of economic, political-legal, sociocultural, technological and environmental variables on business activity and to help them in planning, organization, control and evaluation, for the implementation of business strategies in digital environments.

# PREVIOUS KNOWLEDGE

## Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

## Other requirements

No prior knowledge other than access to the degree is required. However, it is important to understand the elements that make up the operational and strategic marketing of organizations, previously analyzed in the Digital Marketing subject of the first course of the degree.
There are no restrictions with respect to other subjects of the second course.

# OUTCOMES

## 1332 - Degree in Business Intelligence and Analytics

- Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

- Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

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

- Acquire basic training that can be used to learn new methods and technologies and to adapt to new situations in academic and professional areas.

- Be able to solve problems and to communicate and spread knowledge, skills and abilities, taking account of the ethical, egalitarian and professional responsibility of the activity of business intelligence and analytics.

- Be able to produce models, calculations and reports, and to plan tasks in the specific field of business intelligence and analytics.

- Be able to access and manage information in different formats for subsequent analysis in order to obtain knowledge through data.

- Be able to make autonomous decisions in digital environments characterised by the abundance and dynamism of data.

- Be able to apply analytical and mathematical methods for the analysis of economic and business problems.

- Be able to plan, organise, monitor and evaluate the implementation of business strategies.

- Understand the impact of economic, political-legal, socio-cultural, technological and environmental variables on business activity.

- Demonstrate skills for analysis and synthesis.

- Be able to analyse and search for information from diverse sources.

- Be able to learn autonomously.

- Be able to use ICT, both in academia and in professional practice.

- Be able to define, solve and present complex problems systemically.

- Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility.

- Make strategic marketing decisions in digital environments.

- Identify customer behaviour in the digital environment.

- Identify customer value in the digital environment.

## LEARNING OUTCOMES

Introduce students to the field of marketing analytics, allowing them to become familiar with basic concepts of consumer behavior, basic search decisions and online purchases.

Apply the knowledge learned in each topic to the resolution of practical cases.

Promote the analytical capacity of the student by reading and discussing specific articles on the contents of the program.

Being able to apply different analysis methods and techniques by analyzing a product or service in its digital aspect.

## DESCRIPTION OF CONTENTS

### 1. Introduction to Analytical Marketing

1.1. Marketing analytics, definition and concept
1.2. Analytical Marketing in the Marketing Plan
1.3. Phases of Analytical Marketing
1.4. Analytical Marketing Tools

## 2. Analysis of the Marketing environment

2.1. Analysis of the situation
2.2. Enterprise microenvironment
2.3. Macro environment of the company

## 3. The value of the data: KPIs

3.1. Definition of the concept of KPIs
3.2. KPIs types
3.3. KPIs for Digital Marketing

## 4. Buying behavior in the digital age

4.1. Consumer behavior: buying process
4.2. Evolution of consumer behavior
4.3. Consumer behavior trends

## 5. Customer value

5.1. Creation and capture of value for the customer
5.2. Customer lifetime value (CLV)

## 6. The brand in the digital environment

6.1. Brand, Brand value and Brand equity
6.2. Building strong brands

## 7. Analysis of the effectiveness of eWOM in digital purchasing

7.1. From WOM to eWOM
7.2. Impacts of eWOM from a consumer and business perspective

## 8. Social media marketing

8.1. Online marketing: social media
8.2. Types and benefits of Social Media
8.3. Social media from a strategic perspective

## 9. Leads: sales opportunities in digital commerce

9.1. Leads: definition and types

9.2. How to manage leads?

## WORKLOAD

| ACTIVITY | Hours | % To be attended |
|---|---|---|
| Theory classes | 30,00 | 100 |
| Computer classroom practice | 30,00 | 100 |
| Study and independent work | 90,00 | 0 |
| **TOTAL** | **150,00** | |

## TEACHING METHODOLOGY

The theoretical sessions are class attendance for present the essential theoretical content of the subject, including theoretical concepts with practical examples and other additional activities that will promote the understanding of content and critical thinking.

Face-to-face practical sessions, related to problem solving, case studies, with application of techniques, oral presentations, debates, individually and / or in teams.

Autonomous supervised work based on the completion of exercises, case studies and questions to be debated or online experiments, with tutorial support.

If the circumstance of the implantation of a new confinement or state of alarm should occur, the adequate means will be available to carry out distance learning activities.

## EVALUATION

## REFERENCES

### Basic

- Chaffey, D. & Ellis-Chadwick, F. (2019) Digital Marketing. Strategy, Implementation and Practice 7ed. Pearson U.K.

- Chaters, B. (2011). Mastering search analytics: measuring SEO, SEM and site search. " O'Reilly Media, Inc.".

- Kaushik, A. (2011). Analítica Web 2.0: El arte de analizar resultados y la ciencia de centrarse en el cliente. Grupo Planeta (GBS).

- Sánchez, J. (2010). Estrategias y planificación en marketing. Métodos y aplicaciones. Pirámide, Madrid.

- Kotler, p. Kartajaya, H. & Setiawan, I. (2019) Marketing 4.0. Transforma tu estrategia para atraer al consumidor digital 2ªed. LID ed. Madrid

- Winston, W. L. (2014). Marketing analytics: Data-driven techniques with Microsoft Excel. John Wiley & Sons.