



COURSE DATA

Data Subject

Code	42048
Name	Simulation and new technologies
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	9 - Strategy, simulation and new technology	Obligatory

Coordination

Name	Department
CAPLLIURE GINER, EVA MARIA	43 - Marketing and Market Research

SUMMARY

The subject Simulation and new technologies, is divided in turn into two parts. The first one refers to Simulation, whose objective is to introduce the student, through the use of simulation models, into a highly competitive virtual market environment where he can develop his skills and abilities in strategic and tactical decision making in the field of Marketing in a concentrated period of time before trying them in a true business environment. It is that the student can improve the application of their knowledge, improve the understanding of abstract concepts, experience the consequences of the decisions taken.

The second part refers to the New Technologies, involves the theoretical-practical study of the integration by the organization of New Technologies (especially Internet) in the Marketing Function in order that the marketing activities leading to achieve a the objective market is developed more efficiently, generating greater value for consumers and, consequently, facilitating the establishment of long-term relationships between the organization and its customers. It will focus and deepen the importance of the integration of ICTs as a strategic issue to favour the application by marketing director of relational marketing strategies.



The subject aims to train the student to integrate new technologies into the marketing function of the company, in order to develop marketing activities more efficiently, and to develop their skills and abilities for decision making in a competitive virtual environment.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

En relación con otras asignaturas de la misma titulación, no se han especificado restricciones de matrícula con otras asignaturas del plan de estudios. Los conocimientos previos son los propios de acceso al Máster.

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

2114 - Master's Degree in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.



- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.
- Conocer las herramientas del marketing mix y ser capaz de utilizarlas de forma adecuada a cada contexto.
- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.
- Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.
- Diseñar estrategias de marketing.
- Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.
- Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.
- Realizar una adecuada segmentación y selección del público objetivo.
- Ser capaces de definir la estrategia de posicionamiento.
- Diseñar un plan de marketing.
- Ejecutar un plan de marketing.
- Redactar documentos e informes en marketing e investigación comercial.
- Presentar documentos e informes en marketing e investigación comercial.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

- 1.-Select and correctly use different sources of information in both traditional and electronic formats.
- 2.-Handle and correctly interpret quantitative and qualitative data to convert them into useful information for decision-making.
- 3.-Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated.
- 4.-Articulate an oral, structured, coherent speech, with good diction and use of technical vocabulary.
- 5.-Argue and counter-argue.
- 6.- Analyse the market situation of a company.
- 7.- Select the target audience of a company.



- 8.- Set objectives and design marketing strategies to achieve these.
- 9.- Set objectives and design Marketing strategies to achieve these.
- 10.- Make decisions in a complex competitive environment.
- 11.- Select and appropriately use market research tools in decision making.
- 12.- Design marketing actions.

DESCRIPTION OF CONTENTS

1. 1. First Part: Simulation

It is dedicated to making commercial decisions in a competitive virtual environment.

2. 2. Second part: Introduction to Marketing and New Technologies

The second part called Introduction to Marketing and New Technologies develops a set of applications of new information and communication technologies to the marketing function of real companies, producers or distributors and virtual. Throughout it, questions are developed regarding the importance of the Internet as an instrument of Relational Marketing, the functions of the Internet as a new channel of communication and distribution, its economic importance, the main characteristics that identify electronic commerce and operations through the same, as well as the convergence with other remote purchasing channels.

3. 3. Third Part: Knowledge of the Distance Buyer

The third part, called Knowledge of the Remote Buyer, allows knowing different aspects related to consumer behaviour in the remote purchasing process. For this, first, the profile and typology of the buyer is defined through different direct means. Then, the motivations (utilitarian and hedonic) are developed in the interactive purchase and the perceived risk in virtual environments. Finally, it delves into the background and consequences of satisfaction and loyalty in virtual purchases.

4. 4. Fourth Part: Marketing Strategy and Interactive Purchase

The fourth part, Marketing Strategy and Interactive Purchase, is dedicated to the analysis of Internet incidence in the variables of the marketing mix. In addition, it delves into sectors in which the integration of the Internet as a sales channel is of strategic importance due to its characteristics

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	35,00	100
Theory classes	0,00	100
Attendance at events and external activities	4,00	0
Readings supplementary material	4,00	0
Preparation of evaluation activities	21,00	0
Preparing lectures	30,00	0
Preparation of practical classes and problem	31,00	0
TOTAL	125,00	

TEACHING METHODOLOGY

Theoretical classes participatory master class

Resolution of practical cases

Business games

Discussion or directed discussion

Expert conferences

Work groups

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

New technology 50% over total

Test exam 20%

Group work 60%

Participation 20%

Simulation 50% over total

Result of simulation 20%



Inform 20%

Participation 10%

In exceptional cases, it may be possible to consider waiving attendance at classes, on an extraordinary basis, when

- There is a quarantine situation required by the health authorities
- If a state of alarm occurs that leads to confinement or any other means that prevents attendance at classes by local, regional or national authorities.

REFERENCES

Basic

- Ardura, I. R. (2014). Marketing digital y comercio electrónico. Ediciones Pirámide.
- Arruti, L. (2016) Claves para conectar con tus clientes: Enamora a tus clientes con tu blog y redes sociales. Laumedia.es
- Elósegui, T. y Muñoz, G. (2015) Marketing Analytics. Ediciones Anaya
- Estrade, J.M., Jordán, D. y Hernández, M.A. (2016) Marketing Digital. Mobile Marketing, Seo Y Analítica Web - Edición 2017. Anaya Multimedia.
- Rojas, P. y Redondo, M. (2013) Cómo preparar un plan de social media marketing: En un mundo que ya es 2.0. Gestión 2000.