

1.- SUBJECT									
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	General and Strategic Marketing								
1.2.- NAME	Advanced Marketing								
2.- LECTURER	Miguel Esteras Béjar, Jordi Morales i Gras								
3.- GENERAL DETAILS									
3.1.- TYPE	Optional								
3.2.- ECTS CREDITS	4,5								
3.3.- YEAR	Fourth								
3.4.- SEMESTER	First								
3.5.- LANGUAGE	English								
4.- GENERAL COMPETENCE	<table border="1"> <tr> <td>CG1</td> <td>Analyse and synthesise phenomena and situations</td> </tr> <tr> <td>CG5</td> <td>Use information and communication technologies to access information sources, to communicate, to store information and as a tool for learning and investigation, etc.</td> </tr> <tr> <td>CG6</td> <td>Gather, sift, synthesise and organise material from various sources (including library, electronic and online resources), and to critically evaluate its significance.</td> </tr> <tr> <td>CG7</td> <td>Innovate and apply lateral thinking in problem solving and decision making.</td> </tr> </table>	CG1	Analyse and synthesise phenomena and situations	CG5	Use information and communication technologies to access information sources, to communicate, to store information and as a tool for learning and investigation, etc.	CG6	Gather, sift, synthesise and organise material from various sources (including library, electronic and online resources), and to critically evaluate its significance.	CG7	Innovate and apply lateral thinking in problem solving and decision making.
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5.- SPECIFIC COMPETENCE	<table border="1"> <tr> <td>CE8</td> <td>Understand and assimilate the principles and variables that condition consumer behaviour and social group behaviour</td> </tr> <tr> <td>CE9</td> <td>Use the different types of commercial and market research , interpret and apply the results in decision making</td> </tr> </table>	CE8	Understand and assimilate the principles and variables that condition consumer behaviour and social group behaviour	CE9	Use the different types of commercial and market research , interpret and apply the results in decision making				
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CE9	Use the different types of commercial and market research , interpret and apply the results in decision making								
6.- CONTENTS	<ul style="list-style-type: none"> - Common marketing challenges, including: <ul style="list-style-type: none"> o Social Media Marketing o Customer Targeting & Segmentation o Customer Acquisition, Retention & Churn o Recommendation Systems o Visual Analytics for BI o Attribution & Marketing-Mix Models - Use, benefits and risks of IT tools applied to (Digital) Marketing. - Visual Analytics and BI tools. - Basics of linear algebra, probability and statistics, - Data harvest, transformation, storage, linkage & exploration. - Basics of machine learning and big data mining algorithms. - Data and cyber security, customer privacy and ethics. 								
7.- METHODOLOGY	<ul style="list-style-type: none"> - Theoretical lecturing combined with classroom debates and exercises, with guided resolution of case studies. - Suggested readings, videos and exercises from open-source publication, blogs, and other web resources. - Practical sessions on acquiring data and developing data visualizations and machine learning algorithms. 								
8.- LEARNING OUTCOMES	- Ejercitar en la determinación del posicionamiento de una empresa y la segmentación de su mercado.								

	- Diferenciar particularidades del marketing de productos vs servicios y del marketing industrial						
9.- EVALUATION CRITERIA	Criteria	Competences				Value (%)	
	Use case introduction	CG6, CE8				10%	
	ML Lab Exercises	CG1, CG5, CG6				30%	
	Case Study 1	CG1, CG5, CG7, CE9				10%	
	Case Study 2	CG1, CG5, CG7, CE9				10%	
	Written Test	CG1, CE9				40%	
	General comments						
	- In order to be assessed in the first call, it is required: <ul style="list-style-type: none"> - a minimum participation of 80% in the lab exercises and classroom lessons. - a grade equal to or higher than 40% in each assignments and exercises, including the final exam. 						
	Comments on resits						
	It will be based on individual assignments and on a written test. That match the above criteria and values. Any student can do these assignments to improve their marks. A grade equal or higher than 40% in each of them is required to be assessed.						
Comments on students from previous years							
10.- BIBLIOGRAPHY	<ul style="list-style-type: none"> • Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. <i>Journal of the Academy of Marketing Science</i>, 49(1), 51-70. • Ernawati, E., Baharin, S. S. K., & Kasmin, F. (2021, April). A review of data mining methods in RFM-based customer segmentation. In <i>Journal of Physics: Conference Series</i> (Vol. 1869, No. 1, p. 012085). IOP Publishing. • Sabbeh, S. F. (2018). Machine-learning techniques for customer retention: A comparative study. <i>International Journal of Advanced Computer Science and Applications</i>, 9(2). • Aggarwal, C. C. (2016). <i>Recommender systems</i> (Vol. 1). Cham: Springer International Publishing. • Rajaraman, A., & Ullman, J. D. (2011). <i>Mining of massive datasets</i>. Cambridge University Press. • Kruschke, J. (2014). <i>Doing Bayesian data analysis: A tutorial with R, JAGS, and Stan</i>. • Martin, K. D., & Murphy, P. E. (2017). The role of data privacy in marketing. <i>Journal of the Academy of Marketing Science</i>, 45(2), 135-155. • Chan, D., & Perry, M. (2017). Challenges and opportunities in media mix modelling. • Fowler, M., & Highsmith, J. (2001). The agile manifesto. <i>Software development</i>, 9(8), 28-35. • Brei, V. A. (2020). Machine Learning in Marketing: Overview, Learning Strategies, Applications, and Future Developments. <i>Foundations and Trends® in Marketing</i>, 14(3), 173-236. • Gonick, L., Smith, W., & Smith, W. (1993). <i>The cartoon guide to statistics</i> (pp. 141-142). New York: HarperPerennial. • Gonick, L. (2015). <i>The cartoon guide to algebra</i>. HarperCollins. • Murphy, K. P. (2022). <i>Probabilistic Machine Learning: An introduction</i>. MIT Press. 						
11.- EVALUATION	Criteria	Sep.	Oct.	Nov.	Dec.	Jan.	Total

CRITERIA SCHEDULE	Use case introduction	10%					10%
	ML Lab Exercises	5%	5%	5%	15%		30%
	Case Study 1		10%				10%
	Case Study 2			10%			10%
	Written Exam					40%	40%
	Total	15%	15%	15%	15%	40%	100%