

Course Unit	Marketing Information Management	Field of study	Computer Science
Bachelor in	Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	3
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - , TP 60, PL - , TC - , S - , E - , OT - , O -
		Level	1-3
		ECTS credits	6.0
		Code	9205-714-3102-00-23

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Luis Fatima Goncalves Liberal

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Develop a vision of information systems as a strategic factor for organizations;
2. Know and use of Information Technologies to obtain strategic gains for organizations;
3. Implement strategies for information segmentation;
4. Perform Database Marketing Analysis.

### Prerequisites

Not applicable

### Course contents

- The Information Technology as a factor in obtaining Competitive Advantages. - Technologies: Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM). - Database Marketing Analysis. .

### Course contents (extended version)

1. The Information Technology (IT) as a factor in obtaining Competitive Advantages
  - Core competencies that marketers should take within the IT
  - Dimensions of Information Systems: Organization, People, Technology
  - Impact of Information Systems / Information Technology
  - Competitive Forces versus Information Systems / Information Technology
  - Competitive Advantages versus Information Systems / Information Technology
2. CRM Customer Relationship Management
  - Guidelines of CRM systems
  - Generic structure of CRM systems
  - Business processes supported by CRM systems
  - Operational and analytical CRM systems
  - Installation and use of a CRM
3. ERP - Enterprise Resource Planning
  - Definition
  - Principles and characteristics
  - Structure
  - Business value of integrated systems
  - Life Cycle of ERP Systems: Decision, Selection, Implementation and Utilization
  - Motivations for adopting ERP systems
  - Installation and use of an ERP system
4. Databases
  - Basics of Databases
  - Relational Databases
  - Queries (visual / SQL): Query Selection (Select); Action queries (Insert, Update, Delete)
5. Database Marketing Analysis
  - Data Integration: ODBC
  - Multicriteria segmentation of Information database: customers; products; sales; charges
  - Implementation of Database Marketing Strategies
6. Business Intelligence

### Recommended reading

1. Mendonça, V. (2021). Sebenta da Unidade Curricular de Gestão da Informação de Marketing. EsACT.
2. Damian, Ryan e Calvin, Jones (2012). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Kogan Page. ISBN: 978-0749464271
3. Evans, A. , Martin, K. , Poatsy, M. (2013). Technology In Action, Complete (10th Edition). Prentice Hall. ISBN: 978-0133056228
4. Mertic, J. (2009). The Definitive Guide to SugarCRM: Better Business Applications. Apress. ISBN: 1430224398
5. Monk, E. , Wagner, B. (2012). Concepts in Enterprise Resource Planning. Course Technology. ISBN: 1111820392

### Teaching and learning methods

Contact hours: Exhibition of theoretical concepts; Discussion of case; Guidance on the use of Information Technology (ERP, CRM); Practical application through the development of practical exercises. Not presential Hours: Research, analysis and study of literature; Exploration of Information Technology.

### Assessment methods

1. Final Evaluation 1 - (Regular, Student Worker) (Final, Supplementary, Special)
  - Case Studies - 20% (Evaluation continues: assiduousness and student engagement in solving the proposed exercises.)
  - Intermediate Written Test - 20% (Individual evaluation of knowledge acquired. (Evaluation Minimum mark >= 7/20).)
  - Development Topics - 30% (Individual / group work)
  - Practical Work - 30% (Practical group work)
2. Final Evaluation 2 - (Regular, Student Worker) (Final, Supplementary, Special)
  - Case Studies - 20% (Evaluation continues: assiduousness and student engagement in solving the proposed exercises.)
  - Final Written Exam - 20% (Individual evaluation of knowledge acquired. (Evaluation Minimum mark >= 7/20).)
  - Development Topics - 30% (Individual / group work)

**Assessment methods**

- Practical Work - 30% (Practical group work)
- 3. - (Student Worker) (Final, Supplementary, Special)
- Laboratory Work - 20%
- Final Written Exam - 20%
- Development Topics - 30%
- Practical Work - 30%

**Language of instruction**

Portuguese, with additional English support for foreign students.

**Electronic validation**

Luis Fatima Goncalves Liberal	Luisa Margarida Barata Lopes	Anabela Neves Alves de Pinho	Sonia Paula da Silva Nogueira
19-10-2023	20-10-2023	20-10-2023	23-10-2023