

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	Level	1-3
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9205-714-3102-00-23				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

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