

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: Marketing Information Systems (1472502)

PROGRAM: Bachelor of International Marketing & Logistics Administration (BIMLA)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Marketing				
SUBJECT TYPE	Mandatory				
LANGUAGE	Spanish				
SEMESTER	Programme	Semester			
	BIMLA	5			
NUMBER OF ACADEMIC CREDITS	2				
HOURS OF ACADEMIC WORK	112	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK	64
LEARNING PREREQUISITES	<ul style="list-style-type: none"> • Marketing fundamentals • PROBABILITY AND STATISTICS 				
INTERNATIONAL COMPONENT	<ul style="list-style-type: none"> • National and international standards, policies, regulations and mores related to the professional field. • Vocabulary and technical language to communicate in different cultural contexts. 				
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education				
COURSE DETAILS					

COURSE DESCRIPTION	Analyse, understand and make sense of marketing information systems through analysis techniques, such as: predictive analysis, regression models and analysis of the market in general.					
KEY WORDS:	Marketing, investigation, research.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO 01 ILO 02 ILO 03 ILO 05 BIMLA ILO 08	Develops a holistic vision in relation to marketing information systems and the flow of information as a component and a key factor of a business.	Skill	Big Data analysis and data storage. Pivot tables Visualization and strategy Pivot tables and descriptive statistics - Positioning and segmentation. Multidimensional scaling and RF	Theoretical Class	Formative Assessment
		Applies and integrates traditional marketing knowledge and new trends in information management systems	Skill		Discovery Based Learning	Formative Assessment Summative Assessment
	ILO 01 ILO 02	Acquires basic tools for the capture, retrieval, search, update, storage and organization of marketing information.	Knowledge	Family basket analysis Contingency tables Distribution analysis Location analytical techniques Prices -Customer value analysis over time - Customer Life time Value CLTV and Networks Promotional Analysis: Regression Analysis The Promotional Solver analysis	Theoretical Class	Formative Assessment

	<p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO 02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO 03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO 05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p> <p>BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p>
<p>BIBLIOGRAPHY</p>	<p>Winston, Wayne L. Marketing analytics, Wiley & Sons, 2014</p> <p>Davenport, T and Harris, J. Competing on analytics, Harvard Business School Press, 2007</p> <p>Sorger, Stephan. Marketing analytics. CreatSpace Independent Publishing Platform, 2013</p> <p>Harmon, Robert. Marketing Information Systems. Encyclopedia of Information Systems , vol 3. Elsevier Science, pp 137-151. 2003</p> <p>Rainer, K., Turban, E., Optter, R. Introduction to information systems. Supporting and transforming business. Wiley & Sons, 2007</p> <p>Laudon, K & Laudon, J. Management Information systems. Managing the digital firm. Prentice Hall, 2007</p> <p>Adriaans, P., Zantinge, D. Data Mining. Ed. Addison Wesley, 1.996</p>