Subject

Digital Customer I

Year: 2   **Credits**: 6 ECTS   **Language**: Spanish

Competencies

Core competences:

CB1. Students have demonstrated knowledge and understanding in an area of study that builds on the foundation of general secondary education and is usually at a level that, while relying on advanced textbooks, also includes certain elements involving cutting-edge knowledge in their field of study

General competences:

CG3. Achievement oriented and perseverance

Specific competences:

CE5. Have and demonstrate a very deep insight into the areas of organisational management, thereby understanding the implications of data management in the various organisational domains.

Learning outcomes

RA3. Be able to focus on the execution and the achievement of results in a creative and innovative way, dedicating the necessary resources

RA12. Have and demonstrate a very deep insight into the areas of organisational management, thereby understanding the implications of data management in the various organisational domains.

Syllabus

Segmentation & Positioning Marketing Programmes - the Marketing Mix
   Customer life-cycle Marketing Strategies Customer acquisition
   Inbound Marketing Customer Growth
   Customer retention

Training activities

The training activities planned for this module are the following:

- Challenge-based learning (1.5 ECTS)
- Teamwork (1 ECTS)
- Workshops (1 ECTS)
- Online resources (1.5 ECTS)
- Reflection (0.5 ECTS)
- Individual work (0.5 ECTS)

Assessment system

Assessment will be by means of the continuous assessment system, providing constant feedback to both teachers and students on the learning process throughout the academic period:

- Learning activities involving the presentation of knowledge and individual study may be assessed by means of oral and/or written tests, which will account for a maximum of 60% of the final mark.
- The training activities aimed at acquiring the practical skills of the subjects will be assessed through the completion of various activities (assignments, case studies, challenges, etc.) accounting for at least 40% of the final mark.

Details of the assessment and marking will be made explicit in the annual academic planning of the subjects, in accordance with the teachers responsible and the determining factors of each course.

Bibliography

- Alcaide Casado, J. C., & Díez, M. (2019). Customer experience. Las claves de la experiencia de cliente en la era digital cognitiva. Esic.
- Dodson, I. (2016). The art of digital marketing. The definitive guide to creating strategic, targeted and measurable online campaigns. Wiley.
- Gummesson, E. (2008). Total relationship marketing (3rd ed). Butterworth-Heinemann
- Halligan, B., & Shah, D. (2014). Inbound marketing. Attract, engage and delight customers online (2nd ed. rev. and updated). Wiley.
- Kotler, P., Setiawan, I., & Kartajaya, H. (2018). Marketing 4.0. Transforma tu estrategia para atraer al consumidor digital. LID.
- Omer Artun, & Dominique Levin. (2015). Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data. Wiley.