COURSE DATA

DATA SUBJECT

Code: 36525
Name: Customer and Marketing Analytics
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1332 - Degree in Business Intelligence and Analytics	Facultat d'Economia	2	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	Marketing Analítico y Consumidor	COMPULSORY

COORDINATION

CUENCA BALLESTER ANTONIO CARLOS

SUMMARY

The subject of Customer and Marketing Analytics is a subject of the second year of the Degree in Business Intelligence and Analytics (BIA). This course will try to give an introduction to the discipline of customer and marketing Analytical, providing the student with the knowledge, abilities and skills necessary to understand Business Intelligence and Analytics from a perspective based on ethical responsibility, the equal responsibility and professional responsibility. For this, it will be necessary, among other aspects, for the student to know how to interpret the impact of economic, political-legal, sociocultural, technological and environmental variables on business activity and to help them in planning, organization, control and evaluation, for the implementation of business strategies in digital environments.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No prior knowledge other than access to the degree is required. However, it is important to understand the

elements that make up the operational and strategic marketing of organizations, previously analyzed in the Digital Marketing subject of the first course of the degree.
There are no restrictions with respect to other subjects of the second course.

COMPETENCES / LEARNING OUTCOMES

1332 - Degree in Business Intelligence and Analytics

Acquire basic training that can be used to learn new methods and technologies and to adapt to new situations in academic and professional areas.

Be able to access and manage information in different formats for subsequent analysis in order to obtain knowledge through data.

Be able to analyse and search for information from diverse sources.

Be able to apply analytical and mathematical methods for the analysis of economic and business problems.

Be able to define, solve and present complex problems systemically.

Be able to learn autonomously.

Be able to make autonomous decisions in digital environments characterised by the abundance and dynamism of data.

Be able to plan, organise, monitor and evaluate the implementation of business strategies.

Be able to produce models, calculations and reports, and to plan tasks in the specific field of business intelligence and analytics.

Be able to solve problems and to communicate and spread knowledge, skills and abilities, taking account of the ethical, egalitarian and professional responsibility of the activity of business intelligence and analytics.

Be able to use ICT, both in academia and in professional practice.

Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility.

Demonstrate skills for analysis and synthesis.

Identify customer behaviour in the digital environment.

Identify customer value in the digital environment.

Make strategic marketing decisions in digital environments.

Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

Understand the impact of economic, political-legal, socio-cultural, technological and environmental variables on business activity.

DESCRIPTION OF CONTENTS

1. Introduction to Analytical Marketing

1.1. Marketing analytics, definition and concept
1.2. Analytical Marketing in the Marketing Plan
1.3. Phases of Analytical Marketing
1.4. Analytical Marketing Tools

2. Analysis of the Marketing environment

2.1. Analysis of the situation
2.2. Enterprise microenvironment
2.3. Macro environment of the company

3. The value of the data: KPIs

3.1. Definition of the concept of KPIs
3.2. KPIs types
3.3. KPIs for Digital Marketing

4. Buying behavior in the digital age

4.1. Consumer behavior: buying process
4.2. Evolution of consumer behavior
4.3. Consumer behavior trends

5. Customer value

5.1. Creation and capture of value for the customer
5.2. Customer lifetime value (CLV)

6. The brand in the digital environment

6.1. Brand, Brand value and Brand equity
6.2. Building strong brands

7. Analysis of the effectiveness of eWOM in digital purchasing

7.1. From WOM to eWOM
7.2. Impacts of eWOM from a consumer and business perspective

8. Social media marketing

8.1. Online marketing: social media
8.2. Types and benefits of Social Media
8.3. Social media from a strategic perspective

9. Leads: sales opportunities in digital commerce

9.1. Leads: definition and types
9.2. How to manage leads?

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Computer classroom practice	30,00
Total hours	**60,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	90,00
Preparation of lessons	0,00

Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	**90,00**

TEACHING METHODOLOGY

The theoretical sessions are class attendance for present the essential theoretical content of the subject, including theoretical concepts with practical examples and other additional activities that will promote the understanding of content and critical thinking.

Face-to-face practical sessions, related to problem solving, case studies, with application of techniques, oral presentations, debates, individually and / or in teams.

Autonomous supervised work based on the completion of exercises, case studies and questions to be debated or online experiments, with tutorial support.

If the circumstance of the implantation of a new confinement or state of alarm should occur, the adequate means will be available to carry out distance learning activities.

EVALUATION

Activity	% Rating
Final exam (short theoretical questions and case studies) (THEORY)	40%
Attendance, participation and completion of proposed activities (THEORY)	10%
Continuous assessment (individual and group case studies) (PRACTICE)	45%
Attendance, participation and completion of	5%

proposed activities (PRÁCTICA)	
Global	100%

The final mark for the course will be calculated from the average of the evaluation of the theoretical part and the practical part. The theoretical part is worth 5 points and the practical part is worth another 5 points.

The theoretical part in turn consists of a final theoretical exam which will account for 40% (4 points) of the final mark, and a continuous assessment in the theoretical sessions which will account for 10% (1 point) of the final mark.

- The final exam may include both short questions or multiple-choice questions and short case studies that will serve to assess the proper understanding of the concepts of the subject. This part of the assessment is recoverable in the second exam session.
- In the continuous assessment, the participation and the elaboration of different activities that will serve to demonstrate the acquisition of the knowledge proposed for each subject will be evaluated. This part of the evaluation is NOT recoverable. In the event that the student is unable to attend the practical classes for any justified reason, he/she must inform the teacher at the beginning of the course and request, by means of documentary justification, the possibility of doing the practical classes by means of individual presentation and monitoring in tutorials.
- In order for the theory grade to count towards the course average, the student must obtain a minimum of 2.5 points (out of a maximum of 5) in the theoretical part of the course, taking into account the final exam and the continuous assessment.

The practical part of the course consists of a continuous assessment which will account for 50% (5 points) of the final mark.

REFERENCES

- Chaffey, D. & Ellis-Chadwick, F. (2019) Digital Marketing. Strategy, Implementation and Practice 7ed. Pearson U.K.

- Chaters, B. (2011). Mastering search analytics: measuring SEO, SEM and site search. " O'Reilly Media, Inc.".

- Kaushik, A. (2011). Analítica Web 2.0: El arte de analizar resultados y la ciencia de centrarse en el cliente. Grupo Planeta (GBS).

- Sánchez, J. (2010). Estrategias y planificación en marketing. Métodos y aplicaciones. Pirámide, Madrid.

- Kotler, p. Kartajaya, H. & Setiawan, I. (2019) Marketing 4.0. Transforma tu estrategia para atraer al consumidor digital 2ªed. LID ed. Madrid

- Winston, W. L. (2014). Marketing analytics: Data-driven techniques with Microsoft Excel. John Wiley & Sons.