Marketing Intelligence: Brand metrics and monitoring

Academic Year: (2021 / 2022)   **Review date: 12/07/2020 23:20:05**

Department assigned to the subject: Institute for the Development of Enterprises and Markets (INDEM)

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

OBJECTIVES

COMPETENCES
CB8, That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.
CB10, That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.
CG4, To identify the brands strategy in the current saturated advertising market.
CE4, To plan emerging actions in the field of new advertising communication.
CE7, To analyze market data to design a strategic communication plan.
CE10, To identify and define communication objectives and design the most appropriate strategies in the dialogue between brands and consumers.

LEARNING OUTCOMES
To know the main dimensions and constructs relevant to strategic brand management, as well as their metrics.
To be able to set and establish the most appropriate communication and advertising objectives according to brand values and budgetary restrictions.
To design strategies that optimize the dialogue between consumers and brands, enhancing interactivity.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction
- Situation of the analytical sector.
- Current view of metrics and analytics.
- Integration in digital marketing.

2. Functionality
- Application
- Difference between metrics and analytics.
- VOC/UX

3. Tools
- Google Analytics and add-ons.
- Metricool and Vikinguard.
- Configuration and base.

4. Google Analytics
- Main dashboard.
- Crucial metrics.
- Measurement.

5. Social Media Analytics
- What to measure in Social Media?

6. Main metrics
- Social reference traffic
- Daily collection rate
- Interaction rate (IOR)
- Engagement Rate
- Publication Effectiveness Ratio
- Conversion index
- Cost of attracting users
- Return on Investment (ROI)

7. Complements
- Test A/B and MVT.
- Accuracy vs. Accuracy.
- Analytical conclusions.

8. Reports
- Data collection and analysis.
- Customization and reporting.
- Final conclusions.

LEARNING ACTIVITIES AND METHODOLOGY

LEARNING ACTIVITIES
Theoretical classes
Practical classes
Tutoring
Group work
Individual work

TEACHING METHODOLOGY
-Lectures in class by the lecturer with the support of audiovisual media, in which the main concepts of the course will be developed. Bibliography will be provideed in order to complement the knowledge of the students.
-Critical review of readings and audiovisual material suggested by the lecturer: press articles, videos, advertising campaigns, reports, manuals and academic articles, either for class' discussion or for students to amplify and consolidate the courses's content.
-Resolution of advertising and communication case studies posed by the lecturer, in an individual or group manner.
-Presentation and discussion in class, under the lecturer's moderation, of topics related to the course as well as case studies.
-Assignments and reports done by students in an indivisual or group manner.

ASSESSMENT SYSTEM

% end-of-term-examination/test: 30

% of continuous assessment (assigments, laboratory, practicals…):   70

Grading

Class Participation   10%
Practical Assignment   60%
Final exam   30%

Evaluation Criteria for the Call Extraordinary:
The Continuous Assessment is keeped

BASIC BIBLIOGRAPHY

- Busch, Oliver (Ed.) Programmatic Advertising The Successful Transformation to Automated, Data-Driven Marketing in Real-Time, Springer International Publishing, 2016

- Guy Kawasaki   The Art of Social Media: Power Tips for Power Users Hardcover, Penguin, 2014

- Jerry Rackley Marketing Analytics Roadmap, http://link.springer.com/book/10.1007%2F978-1-4842-0259-3, 2015

- John Lovett   Social Media Metrics Secrets,, Willey, 2011

- Simon. Kingsnorth Digital marketing strategy : an integrated approach to online marketing, Kogan Page , 2019

- Wendy W. Moe, David A. Schweidel Social Media Intelligence, Cambridge University Press, 2014