



centro adscrito a:



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

MARKETING AUTOMATION TEACHING GUIDE 2024-25

GENERAL DETAILS

Course Title:	Marketing Automation
Code:	801436
Academic year:	2024-2025
Degree title:	Master's Degree in Marketing Technologies
Number of credits (ECTS):	3
Place in the scheme of studies:	1 st Semester
Date of last revision:	July 2024
Professor responsible:	Dr. Dahiana Vásquez Santiago

1. GENERAL DESCRIPTION

The objective of the course is to transmit the theoretical and practical knowledge that a marketing and communication professional needs to, through marketing automation platforms, optimize, analyze and simplify the marketing tasks and commercial processes of a company for a better management of customer relationships.

Marketing automation is a critical tool for improving the efficiency, personalization, and effectiveness of marketing campaigns. It allows companies to reach their customers more effectively and with less manual effort, thus increasing their competitiveness.

Students will learn how to implement automated strategies that make it easier to manage customer interactions and track campaign performance, using advanced technologies. This will allow them to efficiently manage customer relationships and optimize the results of marketing actions.

2. OBJECTIVES

At the end of the course the student will be able to:

- Know, determine and master marketing campaigns on different channels efficiently.
- Understand how automation technologies are applied in different marketing strategies and tactics.
- Be able to customize campaigns according to the customer's profile and preferences.
- Dig deeper into processes based on user behavior.
- Understand *lead* generation through the creation and design of *landing pages*.
- Develop skills in terms of the configuration, design and execution of *Lead nurturing*.
- Comprehensive understanding of detailed analysis and reporting of campaign performance, identifying the most profitable strategies for strategic decision-making.

- Integration with a CRM providing a complete view of the customer journey and ensuring strategic alignment between the marketing and sales department.

3. CONTENTS

TOPIC 1. FUNDAMENTALS OF MARKETING AUTOMATION

Learning Outcomes

Students should be able to:

- Identify the key concepts and aspects of marketing automation.
- Establish marketing automation strategies aligned with business objectives.
- Distinguish the different marketing automation tools and platforms.

Contents

- 1.1. Introduction to marketing automation.
- 1.2. Marketing automation strategies.
- 1.3. Marketing automation tools and platforms.

TOPIC 2. IMPLEMENTATION AND MANAGEMENT OF AUTOMATED CAMPAIGNS

Learning Outcomes

Students should be able to:

- Establish workflows that incorporate tools that are appropriate for the operation of the marketing team.
- Plan effective digital communication strategies segmented by consumer profiles through programming and data structure.
- Manage and make use of lead generation tools: *landing pages*, forms, and CTAs.
- Implement personalized marketing and sales emails.
- Map the *customer journey* to identify the points of interaction and areas for improvement in the customer experience with the company.
- Apply basic digital communication skills and the use of marketing automation tools.

Contents

- 2.1 Creation of automated workflows and campaigns.
- 2.2 Personalization and segmentation in marketing automation.
- 2.3 Database management.
- 2.4 Inbound marketing and landing pages.

2.5 Email marketing and lead nurturing.

2.6 AI trends in marketing.

4. TEACHING AND LEARNING METHODOLOGY

It is based on participative expository classes complemented with reading in advance of the different topics. Class practices and homework are expected to reaffirm the concepts and procedures that have been presented in class.

The main activities that will be carried out are:

- Throughout the course there will be activities such as problem solving, participation in debates and case resolution.
- Practical class of resolution, with the participation of the students, of practical cases and/or exercises related to the contents of the subject.
- Group/cooperative work with the presence of the professor.

5. EVALUATION

According to the Bologna Process, the model rewards the constant and continuous effort of students. 60% of the final grade is obtained from continuous assessment of directed activities, and the remaining 40% from the final in-person exam. The final exam has two sittings.

The final grade for the subject (FG) will be calculated using the following formula:

FG = Final Exam Grade x 40% + Continuous Assessment Grade x 60%

The minimum grade for the final exam to calculate the FG will be 40 points out of 100. The subject is passed with a final grade equal to or greater than 50 points out of 100.

Type of activity	Description	% Continuous evaluation	
Course work:			50%
Case Analysis	Case Analysis	20%	
Segmentation activity	Segmentation activity	20%	
Campaign creation workshop	Campaign creation workshop	20%	
Data analysis and reports	Data analysis and reports	20%	
Campaign optimization plan	Campaign optimization plan	20%	
Test:			10%
Theoretical quiz	Online test	100%	
Final examination:			40%
	Final examination	100%	

6. BIBLIOGRAPHY

- Birkholm Petersen, L. (2014). *Connect: How to Use Data and Experience Marketing to Create Lifetime Customers*. Wiley.
- Devellano, Michael (2017). *Automate and Grow: A Blueprint for Startups, Small and Medium Businesses to Automate Marketing, Sales and Customer Support*. CreateSpace Independent Publishing Platform.
- Libreros Hoppe, E., Ahumada Luyando, S., Sánchez Ahumada, M. (2024). *Inteligencia artificial para el marketing. Cómo la tecnología revolucionará tu estrategia*. ESIC Editorial 2024.
- Scott, DM. (2020). *The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly*. Independently published (6 Junio 2018)
- Unemyr, M., Wass, M. (2018). *Data-Driven Marketing with Artificial Intelligence: Harness the Power of Predictive Marketing and Machine Learning*.