SYLLABUS

I.   IDENTIFICATION

Degree Course: Business Administration		
Department: Departamento de Administração Empresarial - DAE		
Course: Data-Driven Marketing		**Código:**
Working Hours: 72 hours / class	**Academic Year:** 2024/1	**Phase:** Elective class
Professor: Eduardo Trauer, Dr.		
E-mail contact: eduardo.trauer@udesc.br		

II.   SUMMARY

Marketing Philosophy, Marketing and Creativity, Digital Marketing Environment, Data-Driven Marketing, Artificial Intelligence and Marketing.

III.   GOALS AND OBJECTIVES

Enable the students to understand and reflect Marketing Philosophy as well how the marketing works in all fields of business (especially in the digital environment). Present the concepts about the bases and use of Marketing in the Digital Environment, allowing a differentiated and more accurate view of its impacts on the behavior of businesses and consumers.

IV.   DIDACTIC PROGRAM

1.   Holistic Marketing Vision and Marketing Philosophy
1.1   What is Holistic Vision.
1.2   Marketing Philosophy and the Vision of the World.
1.3   The controllable marketing variables.
2.   Digital Trends
2.1   Internet of Things
2.2   Artificial Intelligence
2.3   Virtual Reality
2.4   Augmented Reality
2.5   Big Data and Marketing
3.   Marketing Strategy for Digital Environment
3.1   Purpose and Function of Marketing Strategy.
3.2   Relationship to Competitive Advantage.
3.3   Proto-Personas, Buyer Persona, and Brand Persona
3.4   Inbound Marketing and Content Marketing
4.   Data Driven Marketing
4.1   What is data, information, and knowledge.
4.2   Digital Marketing Environment
4.3   Knowledge Management in Organizations.
4.4   Competitiveness in the Digital Environment.
4.5   AI-powered marketing
5.   Mutant Brands
5.1   What is Mutant Brands
5.2   Mutant Brand Examples
5.3   Mutant Brand Case
6.   Orange Data Mining (Extra activity - will depend on the semester calendar)
6.1   Visual Programming
6.2   Getting Started
6.3   Loading Your Data
6.4   Social Media Analytics Automation with Orange Data Mining

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V.   ASSESSMENT

Students will be assessed by assigning four grades. The evaluation weights are shown in the table below. Surprised evaluations may happen during the school semester.

ITEM	DATES	%	DESCRIPTION
Assessments		70%	Two presentations of the Semester Case Study that will be conducted in groups. Each presentation with its deliverables has 35% of the final average.
Work Papers		30%	Work Paper of up to 2 pages on texts presented by the Professor and delivered on dates set in the Moodle System. Expired files will not be received or validated. Objective: encourage further reading. There is no individual feedback on this activity.

V.   BIBLIOGRAPHY

BASIC BIBLIOGRAPHY

1. BEDBURY, Scott. **A new brand world: Eight principles for achieving brand leadership in the Twenty-First Century**. Penguin Books. 2003. ASIN: B000OT8GS0
2. CHERNEV, Alexander. **Strategic Marketing Management – Theory and Practice**. 9.ed. Chicago: Cerebellum Press, 2019.
3. KOTLER, Philip, KARTAJAYA, Hermawan, SETIAWAN, Iwan. **Marketing 5.0: Technology for Humanity.** New Jersey: John Wiley & Sons, Inc., Hoboken, 2021.
4. MAURYA, Ash. **Running Lean: Iterate from Plan A to a Plan that Works**. Third Edition. O'Reilly Media. ISBN: 9781098108779, 2022.
5. OSTERWALDER Alexander, PIGNEUR, Yves. **Business Model Generation: A handbook for visionaries, game changers and challengers**. John Wiley and Sons. ISBN-10: 0470876417.
6. PARKER, Geoffrey G.; ALSTYNE, Marshall W.; CHOUDARY, Sangeet Paul. **Platform Revolution: How networked markets are transforming the economy – and how to make them work for you**. New York / London: W.W. Norton & Company. 2017.
7. PINHEIRO, Tenny. **The Service Startup: Design Thinking Gets Lean**. Else Ed. ISBN-10: 0615929788.
8. VENKATESAN, Rajkumar, FARRIS, Paul W., WILCOX, Ronald T. **Marketing Analytics: Essential Tools for Data-Driven Decisions**. Darden Business Publishing Ed., 2021. ISBN 9780813945156.

SUPPLEMENTARY BIBLIOGRAPHY

9. CIAlDINI, Robert B. **Influence, New and Expanded: The Psychology or Persuasion**. Harper Business. 2021. ISBN-10: 0062937650
10. BLANK, Steve; DORF, Bob. **The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company**. New Jersey: Wiley. 2020. ISBN-10: 1119690684.
11. BROWN, Tim. **Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation.** Harper Business. ISBN-10: 0061766089.
12. PENTEADO, José Roberto Whitaker. **Marketing de idéias**. São Paulo: Pioneira, 1983.
13. Papers, Articles and Reviews published in leading journals and magazines in the sector.

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Structure and organization of the "*Work Paper*" (adapted from Cristiano Cunha, 2016**)**

The "*Work Paper*" must be written in four sections:
- I) Introduction
- II) Development
- III) Conclusion
- IV) Documentation

I) **Introduction: The** purpose of this section is to introduce the reader into the question or theme dealt with in the "*paper*". The author should explain to the reader what he is writing. However, there is no unique way to do this. Each *work paper* is a little different. It is necessary for the author to select the best way to enter your article to the reader. For example:
- You can provide some basic information on the topic.
- You can tell why you're writing about that issue.
- You can show the importance of the theme.

II) **Development**: This is your current position. In other words, this is the section in which you tell the reader something. You should be sure to organize development so that the reader can easily follow your thinking. The purpose of the work*paper* is to present and substantiate your point of view and not seek to impress the reader with their vast knowledge or with a far-fetched and difficult literary style to understand. Development should be detailed without being confused and should include appropriate examples and should, above all, be well articulated from a logical point of view and based on the literature. In this discipline, the WP aims to stimulate reading to promote content in classroom discussions and in the elaboration of academic Activities and Work Papers. No individual feedback on the delivered texts will be provided.

III) **Conclusion:** In the introduction you told the reader what you wouldpresent. In development, you have presented a particular theme. In conclusion you should summarize the main points that served as the basis for your argumentation and synthesize your entire paper into a final statement.

IV) **Documentation** (including citations and cited works): You must include the texts or interviews that gave rise to the quotations used to build the paper and the *texts* consulted, quoting the pages.

Format: Page format: paper format A-4 (29.7 x 21 cm)
Margins: top 3cm; bottom: 2cm; left: 3cm; right: 2cm
Word text editor for Windows
Spacing: space 1.5
Number of pages: 2 pages written
Source: Times New Roman, size 12

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