Business Intelligence and Martech
Guía docente 2025-26

Course description:

Business Intelligence and Martech are two closely related fields of activity, fundamental for the improvement of marketing management activities. On the one hand, Business Intelligence (BI) refers to the use of strategies and tools that serve to transform information into knowledge, with the aim of improving the decision-making process in a company. In the digital era, making well-informed decisions is one of the main differentiating factors for companies. On the other hand, Martech is a group of technologies that makes your company's marketing work, but not only that; Martech gives you the possibility to build customer loyalty by helping with the engagement of any product or service. This Business Intelligence and MarTech (Marketing Technology) course is designed to provide participants with a comprehensive understanding of how data-driven insights and marketing technologies can drive strategic decision-making and optimize marketing efforts. This course will cover the fundamental concepts, tools, and strategies in business intelligence and MarTech to enhance participants' skills and knowledge in these areas.

- **Degree:** Marketing
- **Module in the Degree Program**: Module VII. Optional Courses
- **Number of credits:** 3 ECTS
- **Year:** Third and Fourth Year, 2º semester
- **Type of course:** Optional
- **Instructors**: D. Onar Berrade and D. Alexander Blanco
- **Language:** Spanish and English
- **Department:** Marketing and Media Management, School of Communication
- **Lecture schedule:** Monday, 15:00 to 18:00 (Aula 11) (The course will be concentrated in 10 week. The detailed shedule will be published before the beginning of the classes).

LEARNING OUTCOMES (Competencies)

GENERAL COMPETENCIES

GC1 - Understand and critically evaluate the shaping elements of the human being and current society in its multiple dimensions: anthropological, historical, cultural, social and economic, which influence the business and marketing context.

GC2 - Knowing and assessing the role of marketing from a multidimensional perspective: historical, economic and business, legal, sociological, deontological and technological.

GC3 - Knowing the tools and techniques of innovation and entrepreneurship processes that occur in marketing management.

GC4 - Apply marketing tools based on an in-depth analysis and understanding of the functioning of markets and consumer behaviour.

GC5 - Apply leadership, teamwork, planning and time management skills to responsible decision-making and problem-solving in marketing.

CORE COMPETENCIES

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 some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences typically demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

SPECIFIC COMPETENCIES

CE14 - Apply analytical, strategic and creative thinking to the solution of marketing and commercialisation problems.

CE15 - Knowing the basic mathematical and statistical concepts and their use to analyse business and marketing situations using data processing software.

PROGRAM

Introduction to Business Intelligence and MarTech

- Understanding the role of business intelligence and MarTech in marketing
- Exploring the benefits and challenges of implementing business intelligence and MarTech
- Overview of key concepts and terminology in business intelligence and MarTech

Data Collection and Analysis

- Data collection methods and sources for business intelligence
- Exploring data analysis techniques and tools
- Introduction to data visualization and reporting for actionable insights

Marketing Technologies

- Overview of popular marketing technologies and platforms
- Customer relationship management (CRM) systems and their role in MarTech
- Marketing automation tools and their applications

Integration and Strategy

- Strategies for integrating business intelligence and MarTech into marketing processes
- Leveraging data-driven insights for strategic decision-making
- Best practices for aligning business intelligence and MarTech with marketing goals

Artificial intelligence applied to marketing

EDUCATIONAL ACTIVITIES

1. Lectures and Presentations: Instructors will deliver lectures and presentations to introduce the key concepts, frameworks, and strategies in business intelligence and MarTech. (30 hours)
2. Case Studies and Real-World Examples: Participants will analyze case studies and real-world examples to understand how business intelligence and MarTech are applied in different industries and contexts. (10 hours of preparation)
3. Hands-on Exercises: Participants will engage in hands-on exercises to practice using data analysis tools, marketing technologies, and interpreting insights. (20 hours of work)
4. The study for the final exam must be oriented to the understanding of the subject as a whole, and the exam questions will focus both on the theoretical contents of the lectures and the practical aspects worked on in the exercises (15 hours of study).

ASSESSMENT

ORDINARY

The grade for the course is divided in two parts: **Martech** and **Business Intelligence**

Martech (50%)

Final Project (40% of the mark) and **Class Participation (10% of the mark)**.

Business Intelligence (50%)

Final Exam (20% of the mark) and **Class Exercises (30% of the mark)**.

EXTRAORDINARY

The student must pass an exam covering **all the theoretical and practical content of the course** in a global evaluation (**100%**).

- **IMPORTANT:** any attempt of fraud, cheating, copying, plagiarism or other irregular behaviour by students in any of the activities (exams, cases, class tests, etc.) will be sanctioned with the failure of the course.

OFFICE HOURS

Office hours, time for the student to speak with the professor, to discuss the material being presented in class or other related interests you have, can be arranged by sending an email to profesores Berrade (oberrade@external.unav.es) and Blanco (alex@unav.es).

BIBLIOGRAFÍA

There is no Manual for the course. Documentation for the sessions will be provided along the course.