INFORMATION AND COMMUNICATION TECHNOLOGIES

COURSE: FIRST
SEMESTER: SECOND
TYPE: OBLIGATORY
CREDITS: 3
LANGUAGE: ENGLISH
PROFESSOR: DR. ÁLEX VALLEJO

OBJECTIVES:

The subject *Information and Communication Technologies* allows students to understand the influence of digital technologies in social communication processes and, at the same time, the influence of social needs in the development of new technologies. It is obvious that the most effective way of communication is interpersonal and direct contact. Especially, dialogue between people sharing the same status is the paradigm of a communication process. Unfortunately, this is not always possible. In fact, people have few opportunities to be in contact to others in such a way. The history of human being is a history about overcoming the limitations of time and space in communication processes. Technology allows people to overtake these space and time limitations, and ICT — developed thanks to the Information Theory and the computing sciences— are capable to make the world immensely small and instantaneous.

In this subject, students will learn the technological, social and historical basis of ICT; the profile of their users; the features of informative and persuasive contents in the Internet, and the strategies and skills to make successful digital products. Students will be also able to produce effective contents for an online media, to optimize positioning in search-engines and to plan and manage a digital project.

COMPETENCES:

BASIC

- **CB2 –** The students should be capable to apply the acquired knowledge to their jobs or vocations in a professional manner. Also, they should have the required competences showed through the elaboration and defence of arguments, and the resolution of problems in their area of study.
- **CB4 –** The students should be able to transmit information, ideas, problems and solutions to a specialized or non-specialized public.

GENERAL

- **CG1 –** The students should be competent enough to develop linguistic abilities and to express themselves in a proper and convincing way in any communicative situation, both in oral or written forms.
- **CG4 –** The students should be capable to design and develop new ideas and projects based on new concepts and methodologies.
- **CG8 –** The students should be able to use the new information and communication tools to express themselves in different technological environments, using specific programmes.

SPECIFIC

- **CE6 –** The students should be able to listen, negotiate, persuade and communicate effectively (in both oral and written forms), using the specific media of the business field, like the elaboration and presentation of reports about the particular situations of advertising and public relations.

LEARNING RESULTS:

- **R1 –** Using blogs as a communication and promotion tool.
- **R2 –** Planning a Search Engine Marketing campaign.
- **R3 –** Writing effective texts for an online media.
- **R4 –** Analyzing the main features of the Internet users.
- **R5 –** Applying the basic principles of the Search Engine Optimization.
- **R6 –** Applying the acquired knowledge to solve problems in complex or specialized working environments requiring innovative and creative ideas.

- **R7 –** Communicating in a concrete and clear way knowledge, methodology, ideas, problems and solutions related to the field of study to any type of audiences (specialized or not).

CONTENT:

1. Basis
- The Internet
- How we communicate
- Businesses digital transformation
- Evolution of digital marketing
- Marketing technologies

2. Users
- New needs, new technologies
- Information Society
- Profile of ICT users & digital divide
- Digital identity
- Online reputation: corporate vs. personal
- Behavioural advertising & IT cookies
- Big data and Artificial intelligence

3. Digital devices
- Digital devices evolution
- Digital Marketing uses for every digital device

4. Website
- Website managing & responsibilities
- Historical evolution
- Web pages & landing pages
- Usability and Information Architecture

5. Strategies

– Marketing Plan. Digital strategy

– Digital Marketing: inbound marketing

– Content strategies

6. Marketing in search engines

– Internet search engines

– Positioning in search engines: SEO

– Marketing in search engines: SEM

– Content tactics

7. Digital channels

– Blogs

– Email marketing

– Social Media

– Communication management tools

– Content tactics

EVALUATION SYSTEM:

The evaluation is based on two partial exams (50% of the final mark), activities in class and home (45%) and participation in class and autonomous work (5%).

The student's progress will be considered for the final grade.

2 individual activities (mandatory & without remedial) *	20% (10 each activity)
1 work group activity (mandatory & without remedial) **	25%
Partial Exam 1 – Chapters 1-5 ***	30%
Partial Exam 2 - Chapters 6-7 ***	20%
Autonomous work and participation (without remedial)	5%

* Non-delivered individual activities have a 0 grade. Delays on individual activities deliveries are penalized -25% per day

** Work group activity delays on milestones are penalized -5% per day. Work group activity must be orally defended on time to be graded

*** For those who have under 4 in any of the partial tests, a remedial exam for that partial test is available

*** For those who have a grade between 4 and 5 in only one of the partial tests, depending upon the effort shown in the continuous evaluation (overall average stricktly over 5,5), they might pass the subject or retake that partial exam

*** For those who have a grade between 4 and 5 in both of the partial tests, depending upon the effort shown in the continuous evaluation (overall average stricktly over 6), they might pass the subject or have a global remedial exam (about all the given content).

Evaluation is subject to remedial exam. The activities cannot be retrievable. The only items that are possible to be recovered are both exams

It is needed an overall average of 5 in order to pass the subject. The final grade might be rounded upwards or downwards depending upon the effort shown in the continuous evaluation

METHODOLOGY:

This subject is based on face-to-face lessons and combines theoretical knowledge with practices. During the classes, the professor will expose the contents of the programme using different learning methodologies, in addition to group activities to complement and put in practice the acquired knowledge. Additionally, the students will have to make individual activities during the personal working hours and at home.

It is strongly recommended to dedicate time at home to work on this subject to consolidate the acquired knowledge, checking the contents learnt in class and consulting the recommended bibliography. Autonomous work will be specially appreciated.

BIBLIOGRAPHY:

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WEB RESOURCES

- Search Engine Watch. http://searchenginewatch.com
- Internet Advertising Bureau. http://www.iabspain.net
- Net History. http://www.nethistory.info
- Internet Society. http://www.internetsociety.org
- MOZ. http://www.moz.com
- Chief Marketing Technologist - Marketing Technology Management. http://chiefmartec.com
- Nielsen Norman Group. http://www.nngroup.com
- Analítica Web. http://www.analiticaweb.es