

Master in International Marketing in a Digital Environment

Mobile Marketing Applications

Course Syllabus: Mobile Marketing Applications

ECTS: 3

Language: English

Lecturer: Peter Resch, PhD

Brief description

With the proliferation of mobile technologies and devices, firms of all industries are developing new and innovative ways to market their products and services to a global audience. In a context of a rapid technological change, fierce competition, changing media consumption patterns and an unprecedented level of customer involvement in the marketing process, the mobile applications presents both significant opportunities and complex challenges to organizations. Mobile apps can complement or supplement a company's offline experience, drive e-commerce or simply help brands build more profound relationships with their customers. At the same time, there are numerous challenges for mobile app marketing ranging from design to retention issues to ensuring optimal visibility in app stores. In addition to learning about key mobile app marketing issues, course participants will also gain hands-on experience on the topic through an in-class group project requiring the design of a mobile application and its corresponding monetization and ASO strategy.

Competencies

Anticipation to Change (CT1): Students should have the ability to anticipate situations and discover new trends and business opportunities in the market.

Customer focus (CT2): Students should be able to show the skills to identify and meet customer needs.

Strategic thinking (CE2): Students will be able to understand the changing environment and market opportunities, define strategies, and evaluate their impact.

Digital Campaigns (CE6): Students will be able to develop strategies and campaigns for mobile devices applications, as well as in social networks.



Digital Strategy (CE8): Students will be able to manage and apply autonomously online communication tools and digital metrics (digital analytics) for the efficient development of digital marketing strategies

Course content

- The challenges of being a marketers in 21st century
- The mobile medium, mobile marketing and mobile tools
- Categorization of mobile apps
- The scope of mobile app marketing
- Key mobile app design issues
- App monetization models
- ASO (App Store Optimization)
- App reviews and ratings
- Analytics and user retention
- Project: Mobile app concept development and strategy

Methodology

Training Activities

Training activities	ECTS	Competencies
Lecturers presenting concepts and procedures	0.8	CT1, CT2, CE2, CE6, CE8
Practical sessions (exercises, cases)	0.8	CT1, CT2, CE2, CE6, CE8
Assignments by students (group project)	1	CT1, CT2, CE2, CE6, CE8
Personal study activities	0.4	CT1, CT2, CE2, CE6, CE8
Total ECTS	3	

Explanation of methodology

This course combines theoretical and practical learning activities. Four types of interactions will be developed in the classroom: 1) Dynamic exhibitions based on theoretical presentations; 2) Dynamic demonstration in which the teacher shows how to perform tasks or solve problems; 3) active dynamics in which students will face practical cases and solving problems and 4) development of a group project based on actual application cases. To facilitate the study of the subject, the instructor will make all documents, notes, problems, cases and other learning resources necessary for efficient learning available to students.



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Evaluation

Methods of evaluation

Evaluation Method	Weight (%)	Competencies
Exam	35	CT1, CT2, CE2, CE6, CE8
Class activities (cases, discussions, participation)	20	CT1, CT2, CE2, CE6, CE8
Course project and presentation	45	CT1, CT2, CE2, CE6, CE8
Total weight	100%	

Learning Outcomes

As a result of the acquisition of the subject's competences, the students will be able to:

- Conceptualize mobile app marketing in the broader context of mobile marketing
- Identify key challenges and opportunities for mobile app marketing
- Understand and develop app monetization models
- Be aware of app stores optimization strategies
- Use mobile app analytics in order to increase user retention
- Understand the implications of continuous technological and social change

Course Evaluation

The evaluation of the subject will comprise the qualification obtained in a written exam (35%), contribution during class (20%) as well as the evaluation of a comprehensive group project (45%). Class attendance and participation are mandatory for all classes.

Evaluation of Competencies

The assessment of the CT1 and CT2 competencies is performed through a variety of methods in which various criteria are evaluated. Specifically each criterion receives a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations. It involves using individual verbal contributions by students during the course, a comprehensive written group project focusing on the development of concepts for a mobile application, including monetization and ASO models, and individual written contributions in a 2-hour exam.



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Bibliography

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