FINAL PROJECT

IE University
Professor: **FERNANDO SORIA PRADOS**

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Academic year: 22-23
Degree course: FOURTH
Semester: 1º
Category: COMPULSORY
Number of credits: 12.0
Language: English

PREREQUISITES

You will focus on (and ideally be interested in) the broad topic of Influencing Marketing

Your project will use qualitative methods. You are required to collect and analyze their own data – including conducting academically sound interviews or focus groups, etc. – and have contacts with potential participants to do so. You are able and willing to source from academic literature, as well as other sources for the purpose of your project.

You will make the most out of this course if you have already taken (or will be taking) one of the following courses:

- Marketing Strategy
- Product and Brand Management
- Business Models
- Breakthrough Innovation
- Digital Marketing Metrics & Analytics
- Marketing Research

Although this course will not focus on Marketing Management, if you wish to do your thesis on a Marketing related topic focusing on executional elements (including digital marketing), this course will help set the strategy to help you focus your initiatives.

For a successful thesis in these areas, students will be required to collect their own data.

Professor Soria might provide the specific topics. Still, if you have a project in mind, feel free to bring it up for discussion.

Basic knowledge of Market Research and Consumer Behaviour, as 2nd Year courses is essential. I will not cover these elements in class.

The student chosen will need to go through standard research processes (e.g., literature reviews, study design, data analysis, reporting), under the close guidance of the professor.

The final projects will be grounded in research, driven by well-developed research questions and using sound methods.

To follow the final project with this specific professor, the methods used should be qualitative research methods (including observations, interviews, focus groups, text analysis, etc.) supported by strong desk research and Digital Marketing Metrics and Analytics

Edited by Documentation
22th September 2022

SUBJECT DESCRIPTION

The digital world is affecting the economy as well as the society. Companies need to keep doing their daily activities as well as looking for continuous innovations in everything they do from products, services and business models.

Consumers are not passive anymore, they become Prosumers and from the content they create drives awareness and potentially demand.

Influencer marketing is an evolution of traditional word of mouth marketing but with the help of the Digital Ecosystem that enable to build a business model where celebrities or even general publics are paid by brands to promote them.

Based on this, the course might be interesting if you have a potential project where Social Media become an important asset when communicating and engaging with costumers.

On top of this, consumers do not trust on brands as they used to do it but they trust on recommendations even from people that they do not know.

They also trust much more on recommendations from friends

All these recommendations might be done in different areas of the Digital funnel and through different activities and channels

OBJECTIVES AND SKILLS

Students will learn how to

- formulate a research question for a thesis,
- engage in qualitative research,
- write a thesis.

METHODOLOGY

The class will involve joint sessions as a group where general points and guidelines will be given to

all students enrolled in this class, as well as individual feedback sessions. These joint sessions are intended to go over the key components of (qualitaitve) research and sustainable marketing, which are common to all projects, as well as to discuss individual questions and to give specific feedback.

Students are required to attend sessions. Attendance at these sessions is mandatory. Students will also be expected to participate fully and share their thoughts during these sessions.

Before each session, students will complete and submit any agreed upon deliverables. Light reading will often also be required (maximum of one article) before each session. This short reading list will be provided before the start of the sessions by the professor.

As needed and requested, the professor will engage in individual meetings with enrolled students. Closer to the final due date, when the demand for the professor's time is often the highest, students who have shown a higher level of commitment to the final project and the sessions will be prioritized. Any students who leaves work for the last moment cannot expect professors to work extra hours on request.

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	3.33 %	10 hours
Discussions	6.67 %	20 hours
Exercises	0.0 %	0 hours
Group work	0.0 %	0 hours
Other individual studying	90.0 %	270 hours
TOTAL	100.0 %	300 hours

PROGRAM

SESSION 1 (LIVE IN-PERSON)

Session 1: Approaching a research project and research questions

This first session will focus on the basic elements of a research project, including mapping the semester and discussing key deliverables and timing.

Deliverables:

1. Students should come to this session with a broad idea of a research topic, and leave feeling ready to start refining a guiding research question.
2. How Influencer Marketing is adding value to the current Marketing landscape.

Technical note & tutorials: Social media marketing (MKS020069-U-ENG-HTM)

SESSION 2 (LIVE IN-PERSON)

Session 2: Understanding qualitative methods

This session will expand on qualitative methods, including developing good interview- and focus-group questions and wider data collection issues related to qualitative methods, such as who to focus on and how to best conduct an interview or focus group, for example. Key elements inherent in a marketing plan will also be discussed.

Deliverables

1. A one to two page introduction of the research question list of possible interview/focus group participants.
2. Prioritising Areas for Analysis

Technical note & tutorials: Word of mouth and the power of influencer marketing (MKS020209-U-ENG-VID)

SESSION 3 (LIVE IN-PERSON)

Influencer Marketing Lecturer

By the end of the session you should have the final question already formulated

Deliverable

1. Outline Influencer Marketing Plan and set research outline.

Article: The Transformational Power of Recommendation (HBS SMR853-PDF-ENG)

SESSION 4 (LIVE IN-PERSON)

Session 4: Conducting literature reviews regarding Influencer Marketing

This session will focus on how best to conduct a literature review, including where to search for literature, how to assess literature for quality and reference appropriately, and how best to organize the findings, following a qualitative approach. This session will attend to Influencer Marketing topics, including showing how to map stakeholders and prioritize their concerns.

Deliverables:

1. A list of ten potential articles to include in the project (appropriately cited), where at least four of those need to be from academic peer-review sources.
2. Deliverables: Outline the main Influencer Marketing Strategies that you plan carry on for your

project.

SESSION 5 (LIVE IN-PERSON)

Session 5: Analysing the data appropriately and linking to outcomes

This session will attend to best practices on how to analyse qualitative data. The focus will be on developing actionable skills –the tips and tricks – to get the most out of data analysis. This session will share best practices on how best to finalize the written part of the research project, including how to weave in literature and to create actionable outcomes while addressing the research question.

Deliverables: A transcript of at least one of your interviews and a first rough draft of select sections of the project (including at least the introduction, literature review, and methods sections), submitted prior to the start of the session. Feedback will be provided by the professor on the deliverables.

SESSION 6 (LIVE IN-PERSON)

Session 6: Engaging in writing up and presentations of findings in marketing

This session will focus on getting to the finish line, including addressing any final comments. The session will also share best practices for the use of PowerPoint, graphics, tables, and the like, to effectively communicate to both an academic and managerial audience.

Deliverables: A rough draft of your PowerPoint presentation and an improved and final draft of your final project (due at least 4 days before the session), submitted prior to the start of the session. Students will also be required to provide feedback on the draft of another student (details to be provided in prior sessions). Feedback will be provided by the professor on the deliverables.

SESSION 7 (ASYNCHRONOUS)

SESSION 8 (ASYNCHRONOUS)

SESSION 9 (ASYNCHRONOUS)

SESSION 10 (ASYNCHRONOUS)

SESSION 11 (ASYNCHRONOUS)

SESSION 12 (ASYNCHRONOUS)

SESSION 13 (ASYNCHRONOUS)

SESSION 14 (ASYNCHRONOUS)

SESSION 15 (ASYNCHRONOUS)

Project formal presentation

EVALUATION CRITERIA

Criteria	Percentage	Comments
Final Report	60 %	
Oral Presentation	40 %	

Each student has 4 chances to pass the Final Project over two consecutive academic years: ordinary call and extraordinary call (re-sits) in June/July. Students who do not comply with the attendance rule during the semester will fail the first call and have to submit and present again the Extraordinary call period.

Evaluation criteria will be subject to the following rules:

Students failing the course in the ordinary call (during the semester) will have to re-submit their paper and present their project again in June / July.

The extraordinary call in June / July (re-sits) requires your presence. There is no possibility to change the date, location or format of the submission or defense, under any circumstances. Dates, location and instructions of the June / July presentations will be posted in advance. Please take this into consideration when planning your summer.

The extraordinary June / July re-sits will consist of another oral presentation and a resubmission of your final paper. Your final grade for the course will be based solely on these two items. Students will have to achieve the minimum passing grade of 5 and the maximum grade will be capped at 8.0 (out of 10.0) – i.e., "notable" in this re-sit. Please, make sure to improve your project with the professor's feedback received during the ordinary call in order to pass your failed project.

In case you decide to skip the opportunity to redo the project during the June / July extraordinary call, you will need to enroll in that course again for the next Academic Year as a re-taker and pay the corresponding extra cost. As you know, students have a total of 4 allowed calls to pass a given subject or course, in order to remain in the program.

Re-takers: Students who failed the Final Project in the ordinary and extraordinary call within any Academic Year will have to re-enroll as re-takers. If the same topic is offered students may choose to enroll as a retaker in the same course and contact their professor individually. If the topic is not offered or the student would like to enroll a different topic, (s)he might choose any available topic respecting the established requirements, deadlines and regulations. As retaker, students may also choose a different Final Project. The maximum grade that may be obtained in the re-take exam (3rd call) is 10.0 (out of 10.0).

Students failing more than 18 ECTS credits after the June-July re-takes will be asked to leave the Program.

Supervision: students will have formal supervision during the ordinary calls (1st and 3rd call) only. For the extraordinary exam, students will work on their own based on the feedback (written or oral) received by the evaluation committee in the defense of the first call.

PROFESSOR BIO

Professor: **FERNANDO SORIA PRADOS**

E-mail: fsoria@faculty.ie.edu

Professor Fernando Soria

Professor Soria has an extendive backgroung in management postions in a Big conglomerate company such 3M. during almost 30 years he was handling several positions starting as Marketing Research assitant where he develped projects for B2B and B2B business within the company.

Later on, he worked for Consumer and Office business developing brands such Scotch Brite, Post-it (r) and Scotch (R) combaining local postions with european assigments. then, he was in charged of Sales and Marketing Excellence innitiative, Strategic Planning, Corporate Marketing and Corporate Social Responsability.

During 10 years he was part of the local operating committee reporting to the local CEO.

Since 2018 he is adjunt professor in IE, CUNEF and ESIC in areas related with Marketing, Digital Ecosystem and Strategy.

He also develop advisory activities to start-ups being part of Ufounders advisory committee with projects in Spain and Latinoamerica

Educational Background

BBA CUNEF – Complutense University / Madrid

MBA – ESCP/EAP European MBA / Madrid – Paris - Oxford

DIBEX – ISDI / Madrid

Digital Business Training – ESIC / Madrid

Design Thinking and Innovation – Emeritus MIT sloan

Professional background

Advisor and Member of the board of Advisors – Ufounders

Customer Insight coach - The AIM Institute

Adjunt Professor in Several Universities: IE, CUNEF, ESIC

Corporate Marketing and Institutional Relations director – 3M Spain & Portugal

Consumer and Office Business Director - 3M Spain & Portugal

Retail Business General Manager – 3M Spain

Office Business Sales & Marketing Manager – 3M Spain

Home Care Brand Manager – 3M Spain

Floor Care Prodcuts European Brand Manager – 3M Europe

Stationery Product Product Manager – 3M Spain

Market Research Specialist – 3M Spain

Trader – Capital Markets Brokerage

OTHER INFORMATION