Module Specification

Data Driven Marketing

Version: 2023-24, v1.0, 29 Jun 2023

Contents

Part 1: Information

Module title: Data Driven Marketing

Module code: UMKDWB-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module introduces students to some statistical techniques for analysing data in order to make strategic decisions.

Features: Not applicable

Educational aims: To develop theoretical knowledge and practical skills critical to providing data driven marketing solutions. The module will cover data identification, data cleaning, data handling and data visualisation techniques essential to key to

business and marketing decision making. The module delivery will emphasise understanding of analytic frameworks, models and software typically used in providing solutions to complex business marketing problems.

Outline syllabus: The module will introduce students to the principles, tools and techniques for selecting, analysing and interpreting data at all levels of the organisation. Whilst the emphasis will be on sources of data relating to the organisation's digital marketing activities, the module will also encompass the broader mechanisms by which the organisation can monitor, manage and learn strategically. Topics will include:

- Understanding and framing data driven marketing problems
- Advanced data analytics for marketing decision making
- Descriptive and predictive analytics
- Introduction to data types
- Data visualisation
- Digital Marketing and social media data analytics

Part 3: Teaching and learning methods

Teaching and learning methods: Delivery will be through taught sessions and supporting online materials. Independent study will be driven by the assignment, whereas tutor-led sessions will model assignment activities using equivalent scenarios and datasets.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate a critical understanding of data types and analytics methods and frameworks essential to business decision making.

MO2 Generate strategic marketing insights from data by applying a range of analytic techniques and tools.

MO3 Design learning systems and apply conceptual frameworks to conduct data analysis.

MO4 Explain how data can aid and improve decision-making and communication within organisations across traditional and digital communication channels, showing an appreciation of the limitations and potential dangers of data driven decision-making.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://rl.talis.com/3/uwe/lists/4848EBB0-D620-C622-9267-C805BA9B0D65.html?lang=en&login=1

Part 4: Assessment

Assessment strategy: Students will be required to demonstrate their ability to analyse a data set and make strategic recommendations. This will be presented in a 2000- word written report showing the analysis and justifying the strategic decisions.

This will be an individual piece of work. The case study data will change each year.

Workshop activities will be aligned with the assignment brief, modelling the various assignment tasks so that students work progressively on the assignment throughout the semester. This is intended to spread the assessment load throughout the semester and to encourage students to share their work and gain feedback from tutors and peers.

Assessment tasks:

Case Study (First Sit)
Description: Students will be required to demonstrate their ability to analyse a data set and make strategic recommendations. This will be presented in a written report

showing the analysis and justifying the strategic decisions.

This will be an individual piece of work. The case study data will change each year.

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Case Study (Resit)

Description: Students will be required to demonstrate their ability to analyse a data set and make strategic recommendations. This will be presented in a written report showing the analysis and justifying the strategic decisions.

This will be an individual piece of work. The case study data will change each year.

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24