




**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Marketing Analytics				
Module Code	UMKDH3-15-M	Level	M	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	Business and Law	Field	Marketing, Events and Tourism		
Department	BBS, Business and Management	Module Type	Project		
Contributes towards	MSc Marketing, MSc Marketing Communications				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	n/a		
First CAP Approval Date	3 <sup>rd</sup> June 2015	Valid from	September 2015		
Revision CAP Approval Date		Revised with effect from			

<b>Review Date</b>	September 2021
--------------------	----------------

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the nature and scope of marketing analytics and their role in organisational learning (Component A)</li> <li>• Identify the role of modelling in designing and applying marketing analytics (Component A)</li> <li>• Evaluate and design business information systems that enhance organisational decision-making (Component A)</li> <li>• Develop budgetary analyses for planning, communication and control (Component A)</li> <li>• Evaluate the performance and financial position of an organisation through ratio analysis and place ratio analysis in economic and commercial context through reference to economic and competitor performance and industry characteristics (Component A)</li> <li>• Employ contribution and relevant costing concepts in providing advice for pricing, make or buy, product mix and investment decisions (Component A)</li> <li>• Show awareness of the possible impacts of alternative approaches to performance measurement on managers at corporate and business unit levels and relate this to contexts and student experience (Component A)</li> <li>• Discuss the valuation of brands and the issues that arise in deciding whether brand values should be included on the balance sheet (Component A)</li> <li>• Locate and extract data from a variety of sources using word processing and spreadsheet packages and evaluate the reliability and credibility of both sources and data (Component A)</li> <li>• Synthesise data from multiple sources to frame problem statements and create the contexts for particular recommendations (Component A)</li> </ul>

	<ul style="list-style-type: none"> <li>• Examine problems and issues from a number of perspectives, challenge viewpoints, ideas and concepts, and make well-reasoned judgements (Component A)</li> <li>• Present, discuss and defend ideas, concepts and views effectively through written communication for recipients with differing levels of understanding and education(Component A)</li> </ul>																				
Syllabus Outline	<ul style="list-style-type: none"> <li>• The nature and scope of marketing analytics</li> <li>• The relationship between data, information and knowledge in the organisational learning process</li> <li>• The role of modelling in constructing an information strategy</li> <li>• Concepts of profit, cash flow, assets and liabilities; financial statements and the principles of financial reporting.</li> <li>• Financial ratios: return on investment, asset turnover, net and gross profit margins, liquidity ratios, gearing ratios, asset management ratios (debtor days, stock-turn etc.)</li> <li>• Marginal and contribution concepts and presentation of financial information in contribution format. The idea of relevant costs and cost-volume-profit for decision making.</li> <li>• Budgeting processes business planning. Behavioural consequences of budgeting including possible sub-optimisation and manipulation. Profit centres, the controllability principle and budget flexing to ensure that information is relevant to managers.</li> <li>• Alternative approaches to brand valuation.</li> <li>• Analytical methods.</li> <li>• Analytics and strategy; integrating marketing analytics into strategic planning processes.</li> <li>• The balanced scorecard and other measurement frameworks that combine financial and non-financial measures</li> </ul>																				
Contact Hours	The module will normally be delivered over twelve, two hour sessions or equivalent. Contact time will be a mixture of tutor and student led activities. Preparation and follow-up activities will become increasingly important as the module progresses (see Teaching & Learning)																				
Teaching and Learning Methods	Initial sessions will provide an overview of the role of marketing analytics in promoting organisational learning through the use case studies, with a programme of reading and directed learning to consolidate understanding of the key principles and processes involved. The finance sessions will place particular emphasis on hands-on learning activities using excel to process datasets. The final sessions will take a more critical approach, again using case studies to evaluate and redesign information systems in the light of the learning gained throughout the module.																				
Key Information Sets Information	<table border="1"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> </thead> <tbody> <tr> <td>150</td> <td>24</td> <td>126</td> <td>0</td> <td>150</td> </tr> </tbody> </table> 	<b>Key Information Set - Module data</b>					<i>Number of credits for this module</i>				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	24	126	0	150
<b>Key Information Set - Module data</b>																					
<i>Number of credits for this module</i>				15																	
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																	
150	24	126	0	150																	

	<p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table border="1" data-bbox="571 555 1265 786"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>100%</td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td>100%</td> </tr> </table>	Total assessment of the module:				Written exam assessment percentage		0%		Coursework assessment percentage		100%		Practical exam assessment percentage		0%					100%
Total assessment of the module:																					
Written exam assessment percentage		0%																			
Coursework assessment percentage		100%																			
Practical exam assessment percentage		0%																			
			100%																		
<p>Reading Strategy</p>	<p>The content of this module involved two key themes; the broader topic of marketing analytics, marketing information systems and organisational learning and the specific skills of financial analysis and decision-making. Readings in relation to the former will be provided primarily through electronic resources on Blackboard, whilst the financial management element will place greater emphasis on textbooks.</p> <p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively</p>																				
<p>Indicative Reading List</p>	<p><b>Essential text</b></p> <p>Atrill P and McLaney E, (2014), <i>Management Accounting for Non-Specialists (7<sup>th</sup> Edition)</i>, Pearson</p> <p><b>Indicative reading list</b></p> <p>Banasiewicz, D (2013) <i>Marketing Database Analytics: Transforming Data for Competitive Advantage</i> Routledge, New York  Broadbent M &amp; Cullen J, (2012), <i>Managing Financial Resources</i>, Butterworth-Heinemann  Dyson J, (2010), <i>Accounting for Non-Accounting Students</i>, FT Prentice Hall  Jones M, (2006), <i>Accounting</i>, Wiley  Saxena, R and Srinivisan, A (2013) <i>Business Analytics: A practitioners guide</i> Springer, New York</p>																				

<p style="text-align: center;"><b>Part 3: Assessment</b></p>	
<p>Assessment Strategy</p>	<p>The aim of the assessment is to encourage students to integrate the financial management content into a broader view of the processes by which an organisation monitors, controls and learns about the effectiveness of marketing activities. The assessment is therefore based on a single report on</p>

	a case study organisation that encourages the students to make these links. Students will be asked to design a set of marketing performance measures, along with a set of business budgets to plan cash flow, profitability and balance sheet for a selected marketing project, providing a rationale for various measures employed.
--	--

Identify final assessment component and element	<b>Component A</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>100%</b>	<b>0</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. 3000 word written report	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. n/a	<b>0</b>	

<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1.3000 word written report	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1.n/a	<b>0</b>	
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.		