Module Specification

Marketing Analytics

Version: 2023-24, v2.0, 24 May 2023

Contents

Part 1: Information

Module title: Marketing Analytics

Module code: UMKDH3-15-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

Delivery locations: Not in use for Modules

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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The syllabus includes:

The nature and scope of marketing analytics

The relationship between data, information and knowledge in the organisational learning process

The role of modelling in constructing an information strategy

Concepts of profit, cash flow, assets and liabilities; financial statements and the principles of financial reporting

Financial ratios: return on investment, asset turnover, net and gross profit margins, liquidity ratios, gearing ratios, asset management ratios (debtor days, stock-turn etc.)

Marginal and contribution concepts and presentation of financial information in contribution format; The idea of relevant costs and cost-volume-profit for decision making

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

Alternative approaches to brand valuation

Analytical methods

Analytics and strategy; integrating marketing analytics into strategic planning processes

The balanced scorecard and other measurement frameworks that combine financial and non-financial measures

Part 3: Teaching and learning methods

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.

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 and Learning).

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

MO1 Explain the nature and scope of marketing analytics and their role in organisational learning

MO2 Identify the role of modelling in designing and applying marketing analytics

MO3 Evaluate and design business information systems that enhance organisational decision-making

MO4 Develop budgetary analyses for planning, communication and control

MO5 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

MO6 Employ contribution and relevant costing concepts in providing advice for pricing, make or buy, product mix and investment decisions

MO7 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

MO8 Discuss the valuation of brands and the issues that arise in deciding whether brand values should be included on the balance sheet

MO9 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

MO10 Synthesise data from multiple sources to frame problem statements and create the contexts for particular recommendations

MO11 Examine problems and issues from a number of perspectives, challenge viewpoints, ideas and concepts, and make well-reasoned judgements

MO12 Present, discuss and defend ideas, concepts and views effectively through written communication for recipients with differing levels of understanding and education

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/umkdh3-15-m.html

Part 4: Assessment

Assessment strategy: 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 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.

Assessment components:

Report (First Sit)
Description: 3,000 word written report
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO10, MO11, MO12, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Report (Resit)

Description: 3,000 word written report

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO10, MO11, MO12, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing Communications [Frenchay] MSc 2023-24