Module Specification

Campaign and Event Analytics

Version: 2023-24, v5.0, 15 May 2023

Contents

Part 1: Information

Module title: Campaign and Event Analytics

Module code: UMKDMR-15-3

Level: Level 6

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: This module will introduce you to the principles and practices of using and understanding analytics to Plan and evaluate campaigns and events. From finding appropriate data, selection, analysis, interpretation, and development of

strategic recommendations, this module focuses upon the use of a rapidly expanding number of data sources that are proving essential to businesses today. This module will support learning and skill development in a field where the industry reports a lack of suitable data literate graduates Such evidence-based decision making is a key skill for employability across many sectors and will enhance the employment prospects of Business, Marketing and Events graduates. This module may be of particular interest to those who enjoy understanding consumer behaviour. This module also highlights the rapidly evolving concerns of dealing with data information on a global scale, and the ethical implications of using data from diverse sources.

Outline syllabus: You will cover: -

The nature and scope of Analytics

Analytical techniques

The relationship between data, information and knowledge

Interpreting the results of data analysis in light of consumer behaviour

Developing predictive models of consumer behaviour

Developing evidence-based marketing decisions

Analytics and strategy; integrating marketing analytics into strategic planning processes.

Ethics

Data security

Part 3: Teaching and learning methods

Teaching and learning methods: In this module you will examine the practicalities of handling large volumes of data and preparing it for data analysis, and selecting appropriate variables from the large variety of sources available in order to answer specific marketing needs. You then learn how to use popular software tools to analyse the data, develop models, and to interpret and translate these findings into an actionable marketing strategy. Such evidence-based decision making is a key skill for employability across sectors. This module may be of particular interest to those who enjoy understanding consumer behaviour. This module also highlights the rapidly evolving concerns of dealing with data on a global scale, and the ethical

implications of using data from diverse sources.

The module will be delivered collaboratively between FBL and FET staff, working with market research practitioners where possible. It will consist of weekly lectures, and weekly 2 hour tutorials, focused around small group work.

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

MO1 Understand the challenges and opportunities of analytics for decision making within Marketing and Events, and its economic impact upon business

MO2 Understand and apply the principles underlying the practicalities of procuring, handling, securing and preparing data

MO3 Apply data to develop and evaluate models that predict consumer behaviour and allow development of evidence-based marketing strategies

MO4 Apply critical thinking and evaluative skills in selecting and using appropriate data and analysis methods, and problem-solving skills when addressing marketing issues using such data

MO5 Critically evaluate the ethical implications of analytics and broader data usage in marketing

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 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/lists/FE9DAC8B-3E64-3172-17DA-52BE0EC90119.html?edit&version=v1&lang=en&login=1

Part 4: Assessment

Assessment strategy: The Individual Data analysis Plan(A1) will offer an early formative feedback opportunity for students. In this report the students will be required to produce a detailed plan on how they plan to analyse the data for their marketing report (A2) from an available data set. This plan will demonstrate the students understanding of the data processing and analysis required to support the production of their marketing report (A2)

The Report (A2) will build upon and implement the data processing techniques defined in their plan (A1) . Students are required to implement the data analysis process described in their plan, write a report and provide recommendations as to how the business can use data to improve their activities within the marketing and events area.

Assessment components:

Written Assignment (First Sit)

Description: Individual marketing plan (2500 words)

Weighting: 65 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

Report (First Sit)

Description: Data preparation report (1000 words)

Weighting: 35 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: Individual marketing plan (2500 words)

Weighting: 65 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

Report (Resit)

Description: Data preparation report (1000 words)

Weighting: 35 %

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:

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing [Sep][FT][Frenchay][3yrs] - Withdrawn BA (Hons) 2021-22

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communication Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20