STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	Campaign and Event Analytics		
Module Code	UMKDMR-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

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: Assessment

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.

First Sit Components	Final Assessment	Element weighting	Description
Report - Component A		35 %	Data preparation report (1000 words)
Written Assignment - Component A	✓	65 %	Individual marketing plan (2500 words)
Resit Components	Final Assessment	Element weighting	Description
Report - Component A		35 %	Data preparation report (1000 words)
Written Assignment - Component A	✓	65 %	Individual marketing plan (2500 words)

Part 4: Teaching and Learning Methods	
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:

Module Learning Outcomes	Reference
Understand the challenges and opportunities of analytics for decision making within Marketing and Events, and its economic impact upon business	MO1
Understand and apply the principles underlying the practicalities of procuring, handling, securing and preparing data	MO2
Apply data to develop and evaluate models that predict consumer behaviour and allow development of evidence-based marketing strategies	MO3
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	MO4
Critically evaluate the ethical implications of analytics and broader data usage in marketing	MO5

Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	

	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	*The reading list for this module can be accessed via the following link:* https://uwe.rl.talis.com/lists/FE9DAC8B-3E64-3172-17DA-52BE0EC90119.html?edit&version=v1&lang=en&login=1	

Part 5: Contributes Towards
This module contributes towards the following programmes of study: Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19 Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19 Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2018-19 Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19 Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19 Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19