



MODULE SPECIFICATION

Part 1: Information			
Module Title	Data Driven Marketing		
Module Code	UMKDQQ-30-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Business & Law	Field	
Department	FBL Dept of Business & Management		
Module Type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description
<p>Educational Aims: To introduce students to the principles, tools and techniques for selecting, analysing and interpreting data.</p> <p>Outline Syllabus: This is an area in which practice is evolving rapidly, so specific topics may change from year to year, but an indicative list follows:</p> <ul style="list-style-type: none"> Introduction to marketing analytics – what are analytics? Organisational learning and emergent strategy Conceptual and numerical modelling Controlling through data: performance monitoring and evaluation Optimising through data: experimentation and refinement Learning through data: identifying, testing and developing assumptions Analysing the organisation: Financial and operational metrics Analysing markets: customers and competitors, segments, market share, market positioning descriptive statistics Analysing customers: Psychographics, the customer journey, the digital marketing funnel Prediction and forecasting Resource allocation and investment appraisal Ethical and legal considerations

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Teaching and Learning Methods: 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.

Teaching will be through seminars and 'hands on' workshops

Part 3: Assessment

The module will be assessed by a 5000-word written report that will be submitted in two 2500 word parts. The assessment will require the students to demonstrate an ability to select, analyse and interpret data, using this analysis to make strategic decisions, and taking account of legal and ethical considerations.

Through the report, students will be expected to demonstrate the ability to:

Source, select, clean and format data to inform marketing decisions
 Analyse and critically interpret data using a sophisticated range of quantitative techniques
 Make strategic decisions based on the analysis and critical interpretation of data
 Take account of the legal considerations and ethical issues relating to the collection and use of data.

The assessment criteria against which the assignment is assessed will include:

Relevance of data selected
 Rigour with which data is cleaned and formatted
 Sophistication and competence in in the use of quantitative data analysis methods
 Strength, clarity and relevance of interpretation of data
 Strength, clarity and relevance of recommendations
 Understanding of ethical and legal considerations relating to the collection and use of data.

Students will discuss their draft reports at an assignment clinic, which will take place around halfway through the semester. Although the aim of this is primarily to provide formative feedback, this will also serve as a check on academic conduct by reviewing the student's work in progress.

First Sit Components	Final Assessment	Element weighting	Description
Report - Component A		50 %	A 2500-word written report
Report - Component A	✓	50 %	2500 written report
Resit Components	Final Assessment	Element weighting	Description
Report - Component A	✓	100 %	5,000-word written report

Part 4: Teaching and Learning Methods

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

Learning Outcomes	Module Learning Outcomes	Reference
	Source, select, clean and format data to inform complex marketing decisions, making appropriate assumptions as necessary	MO1
	Analyse and critically interpret data using a sophisticated range of quantitative techniques	MO2
	Make strategic decisions based on the analysis and critical interpretation of data	MO3

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	Show a critical awareness of the legal considerations and ethical dilemmas relating to the collection and use of data.	MO4
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	228
	Total Independent Study Hours:	228
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	72
	Total Scheduled Learning and Teaching Hours:	72
	Hours to be allocated	300
	Allocated Hours	300
Reading List	<i>The reading list for this module can be accessed via the following link:</i>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Digital Marketing [Sep][FT][Frenchay][1yr] MSc 2020-21