MODULE SPECIFICATION

Part 1: Information			
Module Title	Use of Data		
Module Code	UMKDQQ-30-M	Level	M
For implementation from	September 2019		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	FBL	Field	Marketing
Department	Business and Management		
Contributes towards	MSc Digital Marketing		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

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. This is an area in which practice is evolving rapidly, so specific topics may change from year to year, but an indicative list follows:

1.   Introduction to marketing analytics – what are analytics?
2.   Organisational learning and emergent strategy
3.   Conceptual and numerical modelling
4.   Controlling through data: performance monitoring and evaluation
5.   Optimising through data: experimentation and refinement
6.   Learning through data: identifying, testing and developing assumptions
7.   Analysing the organisation: Financial and operational metrics
8.   Analysing markets: customers and competitors, segments, market share, market positioning descriptive statistics
9.   Analysing customers: Psychographics, the customer journey, the digital marketing funnel
10. Prediction and forecasting
11. Resource allocation and investment appraisal
12. Ethical and legal considerations

Part 3: Assessment

The module will be assessed by a 5000-word written report that 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.

Identify final timetabled piece of assessment (component and element)	Component A: Written report	

	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit	

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. 5,000-word written report	100%
Component B **Description of each element**	**Element weighting** (as % of component)
n/a	

Resit (further attendance at taught classes is not required)	

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. 5,000-word written report	100%
Component B **Description of each element**	**Element weighting** (as % of component)
n/a	

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to: • Source, select, clean and format data to inform complex marketing decisions, making appropriate assumptions as necessary • Analyse and critically interpret data using a sophisticated range of quantitative techniques • Make strategic decisions based on the analysis and critical interpretation of data • Show a critical awareness of the legal considerations and ethical dilemmas relating to the collection and use of data.

Key Information Sets Information (KIS)							
		Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
		300	72	228	0	300	✅

Contact Hours	The table below indicates as a percentage the total assessment of the module which constitutes a;
	Written Exam: Unseen or open book written exam **Coursework**: Written assignment or essay, report, dissertation, portfolio, project or in class test **Practical Exam**: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Total Assessment

Reading List	Reading list link https://rl.talis.com/3/uwe/lists/F5939AEE-7EE7-F280-2323-8CF7692526DD.html?lang=en-GB&login=1

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First Approval Date (and panel type)	UVP 26 March 2019			
Revision ASQC Approval Date		Version	2	*Link to RIA*