MODULE DESCRIPTOR

Module Title

Marketing Analytics

Reference	CB3103	Version	2
Created	February 2024	SCQF Level	SCQF 9
Approved	July 2018	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

This module explores the use and application of analytics in a marketing context. It reviews key concepts, platforms and techniques that will enable you to understand, interpret and apply marketing data.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Understand data and analytics platforms and principles and their application in a marketing environment
2	Identify, define, and analyse commonly used metrics and KPIs in digital and marketing analytics
3	Demonstrate knowledge of how data can be used in combination with fundamental marketing concepts in a practical context

Indicative Module Content

Marketing analytics frameworks and tools; marketing data types and value; machine learning, AI and marketing; predictive analytics; algorithmic marketing; marketing automation; programmatic advertising; message and content optimisation; online campaign optimisation; customer profiling, segmentation and personalisation; eCRM; social network analytics; marketing analytics in organisations. This module engages students with UNESCO's Education for Sustainable Development competencies including the Sytems Thinking, Normative, Strategic, Collaboration, and Integrated Problem Solving competencies. These are approached through a collaborative, industry project where students have to solve a complex Marketing Analytics problem developing innovative solutions.

Module Delivery

The module is delivered in taught mode by lectures, interactive group discussions, case studies and self-directed study

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3
Description:	Group Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve an B in C1.
C	The student needs to achieve an C in C1.
D	The student needs to achieve an D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1	BILAL, A. et al. (2021). Social Big Data Analytics: Practices, Techniques, and Applications. Singapore: Springer
2	CAO, J. (2023). E-Commerce Big Data Mining and Analytics. Singapore: Springer
3	CHAFFEY, D. & F. ELLIS-CHADWICK (2022). Digital Marketing: Strategy, Implementation and Practice. Upper Saddle River: Pearson
4	CHAFFEY, D. & PR SMITH (2023). Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. Florence: Taylor and Francis
5	FINLAY, S. (2014). Predictive Analytics, Data Mining and Big Data: Myths, Misconceptions and Methods. New York: Palgrave
6	MU, H. (2019). Highly Effective Marketing Analytics: A Practical Guide to Improving Marketing ROI with Analytics. New York: Business Expert Press
7	SPONDER, M. and KHAN G.F.(2017). Digital Analytics for Marketing. New York: Routledge
8	VERHOEF, P.; E. KOOGE and N. Walk (2016). Creating Value with Big Data Analytics. New York: Routledge