

<b>Module Title</b>	Market Research and Digital Analytics
<b>Course Title</b>	BSc (Hons) Marketing with Digital BSc (Hons) Digital Marketing (Digital Marketer Degree Apprenticeship) BA (Hons) Business Management Program
<b>School</b>	<input type="checkbox"/> ASC <input type="checkbox"/> ACI <input type="checkbox"/> BEA <input checked="" type="checkbox"/> BUS <input type="checkbox"/> ENG <input type="checkbox"/> HSC <input type="checkbox"/> LSS
<b>Division</b>	Management, Marketing & People
<b>Parent Course (if applicable)</b>	N/A
<b>Level</b>	5
<b>Semester</b>	1, 2 & 3 (Summer)
<b>Module Code (showing level)</b>	MMP_5_MRD
<b>JACS Code (completed by the QA)</b>	
<b>Credit Value</b>	20 credit points
<b>Student Study Hours</b>	Contact hours: 60  Student managed learning hours: 140  Placement hours: 0
<b>Pre-requisite Learning</b>	None
<b>Co-requisites</b>	N/A
<b>Excluded combinations</b>	N/A
<b>Module co-ordinator</b>	TBC
<b>Short Description (max. 100 words)</b>	This module is about the data, tools and insight that managers use when making decisions. Insight is marketing currency. It is meaning derived from data, prior knowledge and context.  Students will become familiar with market research strategies, data sources including common digital analytics, and the most widely used marketing metrics needed by managers. Students will develop analytical skills by turning data into insight and then extend communication skills by turning insight into meaningful, compelling and persuasive stories.
<b>Aims</b>	<i>The module aims to:</i> <ul style="list-style-type: none"> <li>introduce students to a range of digital and off-line data sources, common research designs and analytical tools</li> </ul>

	<ul style="list-style-type: none"> <li>• develop their familiarity with, and precise understanding of, the most commonly used industry metrics</li> <li>• introduce <i>tableau</i>® data visualisation software, using it to create insight and deliver persuasive communication in a decision context.</li> </ul>
<b>Learning Outcomes</b>	<p><i>On completion of this module students should be able to:</i></p> <ul style="list-style-type: none"> <li>• justify the most appropriate research methods and data sources needed to meet a range of marketing information requirements</li> <li>• correctly apply the most commonly used marketing metrics</li> <li>• synthesise data from a number of sources in order to develop insight in the context of a decision problem</li> <li>• create and deliver a persuasive recommendation</li> </ul>
<b>Employability</b>	<p>Employability skills are embedded and developed within the teaching &amp; learning of this module. They include team working, time management, communication, and numeracy skills as well as exposure to current analytical and research methods. We use several common types of commercial data in the workshops, and module delivery will benefit from some practitioner input.</p>
<b>Teaching and learning pattern</b>	<p>Contact hours includes the following: (please click on the checkboxes as appropriate)</p> <p> <input checked="" type="checkbox"/> Lectures            <input checked="" type="checkbox"/> Group Work:  <input checked="" type="checkbox"/> Seminars            <input type="checkbox"/> Tutorial:  <input type="checkbox"/> Laboratory            <input checked="" type="checkbox"/> Workshops  <input checked="" type="checkbox"/> Practical            <input checked="" type="checkbox"/> VLE Activities </p>
<b>Indicative content</b>	<p>Market research and data today. What <i>are</i> metrics? Exploratory, descriptive &amp; causal methods.</p> <p><b>Database analysis (What, When, Where)</b></p> <ul style="list-style-type: none"> <li>• Measuring performance: sales, margins, profitability &amp; returns</li> <li>• Measuring performance: sales force and distribution channel metrics</li> <li>• Measuring performance: product and portfolio metrics</li> </ul> <p>Using <b>tableau</b></p> <p><b>Panel Data &amp; customer analysis (How? Why? What next?)</b></p> <ul style="list-style-type: none"> <li>• Measuring customers: aggregate behaviour and brand equity dashboards</li> <li>• Measuring customers: segmentation &amp; CRM; Usage, attitude, intention from surveys &amp; sentiment</li> </ul>

	<ul style="list-style-type: none"> <li>Measuring customers: qualitative data analysis</li> </ul> <p><i>The digital (part of) the customer</i></p> <ul style="list-style-type: none"> <li>Marketing communications metrics</li> <li>Social media, search engine and other digital metrics.</li> <li>Google Analytics</li> </ul> <p>Combining metrics, developing insight Turning data into stories</p>
<p><b>Assessment method (Please give details – of components, weightings, sequence of components, final component)</b></p>	<p><b>Formative assessment:</b> A group presentation of a detailed research proposal in response to a research brief addressing a marketing decision problem.</p> <p><b>Summative assessment:</b> 100% coursework:</p> <p>An individual written recommendation (word count max 2.5k) based on data supplied, and further data collected, including visualisations in <i>tableau</i>. This single coursework is assessed:</p> <ul style="list-style-type: none"> <li>SC1: 30% on the structure of the story constructed,</li> <li>SC2: 30% on the insight and recommendation derived and</li> <li>SC3: 40% on the accuracy, relevance and impact of the data visualisation.</li> </ul>
<p><b>Mode of resit assessment (if applicable)</b></p>	<p>Formative assessment: Data presentation</p> <p>Summative assessment: 100% coursework: Data analysis &amp; presentation assignment.</p>
<p><b>Indicative Sources (Reading lists)</b></p>	<p><b>Core Reading</b></p> <p>Farris, P., Bendle, N., Pfeifer, P. and Reibstein, D., (2016), <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance</i>, Harlow; FTPrentice Hall.</p> <p>Wilson, A. (2018). <i>Marketing research: An integrated approach</i> (4<sup>th</sup> edition). Harlow; FT, Prentice Hall.</p> <p><b>Optional Reading</b></p> <p>Ehrenberg, A. S. C. (2000). <i>A primer in data reduction: an introductory statistics textbook</i>. Wiley.</p> <p>Knaflic, C. N. (2015). <i>Storytelling with data: A data visualization guide for business professionals</i>. John Wiley &amp; Sons.</p>
<p><b>Other Learning Resources</b></p>	<p>Järvinen, J. and Karjaluo, H., (2015). The use of Web analytics for marketing performance measurement. <i>Industrial Marketing Management</i>, 50, pp.117-127</p> <p>Peters, K., Chen, Y., Kaplan, A. M., Ognibeni, B., &amp; Pauwels, K. (2013). Social media metrics—A framework and guidelines for managing social media. <i>Journal of interactive marketing</i>, 27(4), 281-298.</p>

