Module code	DMA403		Level	4
Module title	Data Analysis Fundamentals			
Status	Core			
Teaching Period	Autumn			
Courses on which the module is taught	BSc Digital Marketing and Analytics			
Prerequisite modules	None			
Notional learning hours	200	Credit value	20	ECTS Credits	10
Field trips?	Optional subject to industry events			
Additional costs	None			
Content notes	None			

1.   Module description

Data analysis is a critical element of the ecosystem within digital marketing. In an environment where data underpins marketing operations on a fundamental level, mastery of data is crucial. This module aims to demystify data analytics by providing you with a practical and conceptual skillset to lay the foundations for marketing analytics. This will be achieved by covering key concepts associated with data analytics, exploring sources for data collection, and learning how data analysis informs business decisions. You will be exposed to the key functions of Microsoft Excel, enabling you to work with data from multiple sources. Successful completion of this module will empower you to confidently navigate the digital marketing landscape.

2.   Learning Outcomes

Upon successful completion of this module, you will be able to:

Collaboration (MLO1)

Explore collaboration and networking opportunities to generate ideas for data driven marketing.

Decision-making (MLO4)

Investigate and contrast different ideas, including your own, to inform data-driven decision making.

Digital Data and Tools (MLO6)

Use digital tools and data in familiar and well-defined marketing contexts.

3.   Learning and teaching methods, and reasonable adjustments

You will experience applied learning though practical usage of relevant software tools. Your sessions will be largely lab-based, providing critical exposure to relevant technologies. As such, the module takes an active-learning approach which places you at the centre of your own learning journey. Each week, you will engage in a variety of data-focused activities that get you to apply theoretical concepts in a practical way, acquire new information, share your ideas and perspectives, participate in discussions, collaborate with your peers, and reflect on your learning. Through this approach to learning, you'll develop new knowledge and skills and practice applying them to real-world workplace situations in the form of case studies,

workshops, and projects. These activities, along with formative assessments and feedback, will culminate in the summative assessment(s) which will showcase how you have met the learning outcomes of the module.

Learning hours				200
Directed learning				48
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other	
48				
Guided/Self-guided learning				152

4.   Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Presentation (Group Assessment 40%), Maximum of 10 minutes

Working as a group, you are required to demonstrate your mastery of key Excel functions and tools in the context of their usage in Marketing. You may choose these functions from those covered in the course or introduce extra functions that you consider relevant. You will be provided with a raw data Excel workbook on which to demonstrate your data manipulation and presentation skills. You will demonstrate your work as a group, in a live in-class presentation or a pre-recorded video.

Allocation of marks for group work will be specified in the assignment brief.

Reasonable adjustments for the assessments will be confirmed with students that have a support plan in place.

Assessment component 2: Individual Project(60%), Maximum 1000 wordsor equivalent

Using the broad scope of your practical skills, you will design and implement Marketing/Retail focused dashboard-style visualisation in Excel. This dashboard should allow users to explore and filter a variety of charts and graphs, deployed to facilitate key decision-making. You should include a secondary Excel sheet which briefly describes the elements of your dashboard.

Reasonable adjustments for the assessments will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment components	MLO1	MLO4	MLO6	
Presentation (Group)	✓		✓	
Project		✓	✓	

The above assessment components are summative. You will have the opportunity for formative assessment and feedback before each summative assessment.

5.   Indicative resources

Holloway, A (2023) Data Analysis in Microsoft Excel:
https://www.linkedin.com/learning/excel-for-marketers-22138628
Excel for Data Analytics – youtube video
Introduction to the excelisfun Channel @ YouTube: Excel & Power BI Videos & Free Classes