Module code	MKT507	Level	5
Module title	Data-Driven Marketing	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Business and Luxury Brand Management BA (Hons) Business and Marketing	Teaching Period	Autumn

1. Module description

Data-driven marketing is a contemporary approach for building strategies and providing solutions for businesses of all sizes. In this module, you'll develop the theoretical knowledge and practical skills fundamental to addressing the challenges of modern data-driven marketing. You'll focus on the cycle of data capture, analysis and visualisation, and gain an appreciation of how it informs decision-making, planning and the deployment of marketing strategies.

Your conceptual knowledge will be underpinned by key skills based on a selection of industry-standard analytics tools. Through these tools, you'll explore fundamental data analysis, social listening (e.g., the analytics of social media) and web data analytics. You'll also test your knowledge through a variety of problem-based, industry aligned case-studies.

At the end of the module, you'll have a solid conceptual and applied grounding in a critical and in-demand skillset within the marketing sector.

2. Learning outcomes

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

Decision-making (MLO 04)
Analyse and reflect on different data-driven marketing ideas and concepts, including your own, to inform decision-making

Digital Data and Tools (MLO 06)
Analyse and use digital tools and data responsibly in well-defined marketing contexts

Discipline Knowledge (MLO 07)
 Examine and apply theories and concepts in the field of data-driven marketing

3. Learning and teaching methods

This module incorporates a variety of learning and teaching methods to enable you to apply an understanding of wide-ranging areas of knowledge, along with a range of relevant skills. You will be taught through a combination of workshops and lab sessions. Additionally, guest speakers will expose you to real-word settings and scenarios. You will engage with group case study work and group discussions and a range of self-directed practical exercises.

You will be encouraged to take responsibility for achieving personal and group outputs using a range of methods to analyse, evaluate, organise and communicate the reliability and relevance of data in a marketing context.

Learning hours	
Directed learning	**48**
Workshops	24
Labs	24
Guided/Self-guided learning	**152**
Total	**200**

4. Assessment, formative feedback and relative weightings

Assessment: Report
Weight (%): 100%
Wordcount or equivalent: 3000 words

You are required to analyse and reflect on theoretical, conceptual, and practical elements of data-driven marketing concepts through the capture, visualisation, and analysis of one or more sets of data. You will make use of digital analytics tools to resolve marketing problems and formulate strategies, as well as identifying key marketing analytics to inform the decision-making process.

This summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Assessment tasks	MLO4	MLO6	MLO7
Report	x	x	x

5. Indicative resources

Arthur, L., 2013. *Big data marketing: engage your customers more effectively and drive value*. John Wiley & Sons.

Chavez, T. et al, 2018. *Data Driven: Harnessing Data and AI to Reinvent Customer Engagement*. McGraw Hill

Online resources: 'Data-Driven: Harnessing Data and AI to reinvent customer engagement'

Grandhi, B., Patwa, N. and Saleem, K. (2021), "*Data-driven marketing for growth and profitability*", EuroMed Journal of Business, Vol. 16 No. 4, pp. 381-398. https://doi.org/10.1108/EMJB-09-2018-0054

Grigsby, M. (2018). *Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques.* India: Kogan Page Limited.

Wilson, W., 2019. *Data-Driven Marketing Content: A Practical Guide.* Emerald Publishing. https://discovery.ebsco.com/linkprocessor/plink?id=3faa21d2-2168-332f-be65-3665bfe1a8d0