

Module code	MKT7C1	Level	7
Module title	Consumer Intelligence	Credit value	10
Programme(s) on which the module is taught	MSc Digital Marketing & Analytics MSc Data Science in Business	ECTS* Credits	5
		Notional learning hours	100

1. Pre-requisite modules or specified entry requirements

None

2. Module aims

This module provides students with the core theories and concepts of consumer behavior and examines the ways in which digital technology is influencing how consumers behave in terms of their interaction with both organisations and other consumers. Additionally, this module aims to provide students with an overview of the digital media landscape and the role of key technologies such cloud computing, social media, mobile and analytics to better capture and analyse customers' data.

Students will learn about the various sources of customer information which are available to organisations and how analytics techniques can help them to understand not only how customers have behaved in the past but also to make accurate predictions about how consumers will behave in the future, which can then be used to optimise marketing messages, product choices and other elements of the marketing mix.

3. Learning outcomes

A. Knowledge and understanding

Upon successful completion of this module the students will be able to:

- A1 Operate in complex and unpredictable and/or specialised contexts, requiring selection and application from a wide range of advanced techniques and information source. Ethically undertake analysis of complex, incomplete or contradictory evidence / data and judge the appropriateness of the enquiry methodologies used. Recognise and argue for alternative approaches
- A3 Have a deep and systematic understanding within a specialised field of study and its interrelationship with other relevant disciplines. Demonstrate an understanding of current theoretical and methodological approaches and how these affect the way the knowledge base is interpreted.

B. Skills

Upon successful completion of this module the students will be able to:

B2. Ethically design and undertake substantial investigations to address significant areas of theory and/or practice. Select appropriate advanced methodological approaches and critically evaluates their effectiveness.

B4 Incorporate a critical ethical dimension to their practice, managing the implications of ethical dilemmas.

4. Indicative content

- Models of consumer behavior and how digital media influences consumer behavior
- The role of key technologies enabling customer engagement such as social media, cloud computing, mobile, analytics, big data, the internet of things
- Understanding the consumer's digital journey through multiple channels
- Search behaviour and how it relates to buying decisions
- Mobile marketing and consumer behavior
- Researching and analysing consumer behavior – sources of data the role of analytics
- Security, data protection legislation and ethical issues

5. Learning and teaching strategy

Each week, students will be given a varied guidance and challenge session in a directed learning approach, chiefly to direct their learning and support their understanding. This variety is intended to drive engagement and will typically take the form, as appropriate of;

- Short lecture input
- Report work
- Challenge-based tasks
- Assessment preparation and feedback (formative work)
- Guest presentations

Students are expected to conduct self-directed learning, which includes preparation for class, self-study after class, preparation for assessments and assessments.

This module will be delivered in line with the BAM pedagogic principles (see programme handbook for full details). Specifically, for this module:

BAM Pedagogic principle	How it applies to this module
1. Education Technology	Students will be exploring the advances in technologies and their impact on digital marketing in various industries and global settings.
2. Multicultural and diversity	Classes will include discussions of issues of digital marketing and related technologies and how those vary across cultures

3. Solution focused and practice oriented	The module is highly practice-oriented, and students will be tasked to put into practice their theoretical learning by self-study of various software tools
4. Integration of learning	Classes have a practical focus and will be using case studies to bring the theoretical knowledge to life
5. Assessment for learning	The assessment is designed to replicate a real-world understanding of digital business successes and their challenges.

The following learning and teaching methods are employed on this module including;

- Lectures
- Seminars
- Academic tutorials
- Guest speakers
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The notional learning hours for this module are:

10 credit module – 100 learning hours	
Directed learning	20 hours
Lectures	10
Seminars	10
Collaborative Learning	9 hours
Tutorials	9
Self-directed learning	71 hours
Preparation for class	13
Self-study after class	22
Preparation for assessments	22
Assessment	14
Total	100

6. Assessment and relative weightings

Formative Assessment: Case study sessions

In order to provide a more authentic learning setting, several case studies will be presented during the course of the module. All case studies adhere to a similar structure. Students are presented with a marketing/business scenario and a set of objectives related to the scenario. A case study approach;

by means of guiding them through the various steps required, will teach students how to address and partially resolve the issue(s) presented. They will further be required to address additional reflective questions. The thrust of each case study will be around descriptive, decision-based analysis.

Summative Assessment: Individual research report, 3000 words (+/- 10%) (100% TMM)

This individual assessment will enable students to develop and use research skills to gain in depth understanding of digital customers. Students will be encouraged to consider the extent to which academic theory is helpful to marketing practitioners in shedding light on consumer behavior and to reflect critically on the ways in which advances in digital technology are fundamentally changing consumer behavior, and the opportunities and challenges this presents for organisations.

7. Mapping of assessment tasks for the module

Assessment tasks	Learning outcomes			
	A1	A3	B2	B4
Individual research report	x	x	x	x

8. Key reading

Core Textbook:

Sethna, Z & Blythe, J (2019). Consumer Behaviour, 4th edition, Sage London.

Further Reading

McKee, R & Gerace, T (2018). Storynomics: Story-Driven Marketing in the Post-Advertising World. York. Methuen.

Storr, W (2019). The Science of Storytelling. London. William Collins.

Strong, C (2015). Humanizing Big Data: Marketing at the Meeting of Data, Social Science and Consumer Insight. London: Kogan Page.

Wylie, W (2019). Mindf*ck: Inside Cambridge Analytica's Plot to Break the World. London,

Other resources

Websites

www.smartinsights.com

www.brandrepublic.com

www.thedrum.com

www.marketingweek.co.uk

www.econsultancy.com

www.theidm.com

www.the-cma.com

www.gartner.com

www.zdnet.com

www.forbes.com/technology

www.business2community.com

www.computerweekly.com

www.computing.co.uk

Journals

Journal of Consumer Behaviour

Journal of Consumer Marketing

Journal of Consumer Research

Journal of Customer Behaviour

Harvard Business Review

Journal of Marketing

Journal of Consumer Research

Marketing Science

Journal of International Marketing

MIS Quarterly

Journal of Strategic Information Systems

Journal of Information Systems

International Journal of Electronic Commerce