Module code	MKT7C2	**Level**	7
Module title	**Exploring and Visualising Data**	**Credit value**	10
Programme(s) on which the module is taught	MSc Digital Marketing & Analytics MA User Experience Design	**ECTS Credits**	5
		Notional learning hours	100

1. Pre-requisite modules

None

2. Module aims and objectives

Organisations are increasingly driven by a need to gather, visualise, and monetise digital information. This module provides students with a solid grounding in a selection of Industry standard tools used in the exploration and visualisation of data in all forms. The module is applied in its delivery, with an expectation on students to acquire practical industry-aligned skills. They will become proficient in ethically obtaining, preparing, and visualising data from various sources. You will learn techniques to develop and maximise analytical and visual impact.

3. Learning outcomes

A. Knowledge and understanding
Upon successful completion of this module, you will be able to:

A2. Flexibly and creatively apply knowledge in unfamiliar contexts, synthesises ideas or information in innovative ways, and generates transformative solutions taking into consideration the global dimensions, change and management across cultures. Act with initiative in decision-making and accessing support within professional or given guidelines, accepting full accountability for outcomes.
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.
B3. Use ideas at a high level of abstraction. Develop critical responses to existing theoretical discourses, methodologies or practices and suggest new concepts or approaches
B4. Incorporate a critical ethical dimension to their practice, managing the implications of ethical dilemmas.

4. What you will do on the module

- General “big” data concepts in relation to marketing
- Visualisation concepts

- Excel techniques
- Google Analytics
- Visualising data with tools such as tableau/Power BI/Qlik
- Interpreting data for the business of marketing
- Preparing for grown-up data analysis (SAS JMP, SPSS)

5. Learning and teaching methods

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

- Seminar/Lab sessions
- Guest speakers
- Self-directed online exercises

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. Ed tech application	This module will feature full use of modern analytical tools such as Google Analytics, SAS Viya, SAS JMP, and/or other industry recognised analytical tools. The module will feature applied case studies and exercises. You will be expected to use online research to explore relevant themes and ideas and be challenged to acquire applied analytical skills using some of the above technological platforms.
2. Multicultural and diversity	Case-studies from the marketing sector will be employed to reflect the global reach of big data analytics.
3. Solution focused and practice oriented	The module is, by its very nature, based on applied practice and decision-making.
4. Integration of learning	This module will draw on your past experience and learning and will provide a solid basis for the term 2 data analytics module.

The notional learning hours for this module are:

10 credit module – 100 learning hours	
Directed learning	**20 hours**
Lab Demonstration	10
Lab Exercises	10
Collaborative Learning	**9 hours**
Lab Case Study work	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

The assessment for this module requires formative work in learning support of full submission thereby allowing for learning by doing rather than assessment as an end point.

The assessment strategy comprises of both formative feedback as well as summative assessment. The module will be practical in its focus. You will explore data from various sources and creative effective visualisations for managerial interpretation.

Summative Assessment: Individual Project, 2500 words (+/- 10%) (100% TMM)
Using the techniques and skills learnt in applied lab sessions, students will extract insights from one or more data sources and provide a textual and visual narrative for the benefit of an organisational protagonist (such as a customer or a manager) or a team. They will combine incisive data analysis and effective information visualisation to convey a compelling marketing narrative. This narrative may be in the form of a visual report or a poster.

Formative Assessment: Case study session(s)
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. You are presented with a marketing/business scenario and a set of data related to the scenario. A case study approach; by means of guiding through the various steps required, will teach everyone how to address and partially resolve the issue(s) presented. This will further require everyone to address additional reflective questions. The thrust of each case study will be around descriptive, decision-based analysis through visualisation and tabulation.

7. Mapping of assessment tasks for the module

Assessment tasks	**Learning Outcomes**				
	A2	**A3**	**B2**	**B3**	**B4**
Individual Project	x	x	x	x	x

8. Key reading

Core textbook

Grigsby M (2018) *Marketing Analytics: A practical guide to real marketing science,* 2nd edition, Kogan Page

Other resources
Current SAS JMP course material
JPM Statistical Thinking for Industrial Problem Solving (online statistics course): https://www.jmp.com/en_us/online-statistics-course.html
Google analytics: https://analytics.google.com/analytics/academy/