Module code	DMA402			**Level**	4
Module title	Visualisation Tools and Techniques				
Status	Core				
Teaching Period	Spring				
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

The use of data visualisation tools and techniques has revolutionised the way we interpret and understand complex information by turning raw data into captivating visual stories. Marketing data visualisation consists of taking data from marketing campaigns and displaying the information using techniques, such as charts or graphs, to identify trends, outliers, and patterns. Besides looking beautiful, data visualisation gives us the ability to process information faster, and to use that information to boost productivity and results. This module will introduce you to the landscape of current data visualisation tools and techniques used by marketers and business leaders. Additionally, you will learn the key principles of visualisation and gain insight into the manipulation, analysis, and communication of complex data. After successful completion of this module, you should be able to confidently use popular visualisation tools and techniques to create compelling narratives.

2. Learning Outcomes

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

Decision-making (MLO4):
Investigate and contrast different visualisation techniques and software to inform business decision making.

Communication (MLO5):
Communicate your visualisations and findings effectively within defined business contexts.

Digital Data and Tools (MLO6):
Use digital tools to visualise data in marketing and business 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 assessments 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 1: **Individual Report (60%),Maximum 1800 words or equivalent**
This assignment requires you to investigate a selection of software packages commonly used in creating data visualisations. Through a comprehensive narrative you will justify and communicate your software choices.

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

Assessment 2: **Presentation (Group Assessment 40%), Maximum of 10 minutes**
Create a presentation with data visualisations and data analysis for given business data sets.

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

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

Mapping of assessment tasks:

Assessment components	**MLO4**	**MLO5**	**MLO6**
Individual Report	X	X	x
Group Presentation	X	X	X

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

5. Indicative resources

Tutorial: Get started creating in the Power BI service - Power BI | Microsoft Learn
Power BI on Microsoft Learn | Microsoft Learn
Learning Library | JMP

Healy K (2019). Data Visualization: A Practical Introduction. Princeton University Press, Princeton
Knaflic, C. N. (2015). Storytelling with data: a data visualization guide for business professionals. Hoboken, New Jersey, John Wiley & Sons, Inc.