

Module code	DMA702	Level	7
Module title	Visualising and Analysing Data		
Status	Core		
Teaching Period	Autumn		
Courses on which the module is taught	MSc Digital Marketing and Analytics		
Prerequisite modules	None		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips?	You might be taken on industry visits or field trips, and they may change during the course of term. These trips will be optional and proposed as a way of extending student learning and industry experience. The cost of entry to such visits will be paid for by the university.		
Additional costs	n/a		
Content notes	n/a		

1. Module description

Modern marketers rely on data more than ever before, posing the vital question is, “How do we uncover the critical insights hidden within it?” This module has two primary goals: First, to demystify data analytics by teaching you the most effective techniques and models; and second, to provide practical skills through hands-on experience with industry-standard tools, while also exposing you to the broader landscape of AI technologies.

Your journey begins with exploring the fundamental nature of data in its various forms, and the techniques deployed uncover its hidden stories. You will move on to create captivating charts and graphs, leading to the development of interactive dashboards to communicate impactful narratives. Lastly, you will explore predictive analytics, using models to forecast future trends and support data-driven decision-making.

Upon completing this module, you will be equipped to explore new data, extract valuable insights, and apply them to inform critical business and marketing decisions.

2. Learning Outcomes

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

Communication (MLO5)

Communicate complex data insights persuasively in multicultural/international settings

Digital Data and Tools (MLO6)

Appraise and utilise digital tools and complex data in digital marketing contexts

Discipline Knowledge (MLO7)

Critique and synthesise theories, concepts, and facts at the forefront of data analytics in a marketing context

3. Learning and teaching methods, and reasonable adjustments

You will experience applied learning through practical usage of relevant software tools. Your sessions will be mainly 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 will 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 demonstrate how you have met the learning outcomes of the module.

Learning hours			200
Directed learning			48
Classes/ Seminars/ Lead Events			
	48		
Guided/Self-guided learning			152

Students seeking reasonable adjustments should consult the current Disability Policy: <https://www.regents.ac.uk/policies>

4. Assessments and weighting, reasonable adjustment, and feedback methods**Assessment component 1: Project work, 50%, a maximum of 1500 words or equivalent**

Working individually, you will design and develop a data analysis and visualisation project based on relevant data sources. You may use data provided by the module tutor, or you may source your own, which you will explore and visualise using the skills acquired on the module. You could deploy the dashboard-style design in a suitable platform such as Power BI, Tableau, or Excel. You will also provide a commentary of the dashboard and the insights it provides, which may be in the form of a report or slide show.

Assessment component 2: Poster, 50%, a maximum of 1200 words or equivalent

Working individually, you will create a data analysis poster, in which you will apply inferential/predictive modelling to a given relevant dataset. Analyses should be hypothesis driven and should attempt to demonstrate findings of significance. You may use tools such as SPSS, SAS, or any viable data analytics tool to achieve this. You will be required to provide a managerial/marketing narrative for non-experts.

Mapping of assessment tasks:

Assessment components	MLO5	MLO6	MLO7
Project work	x	x	
Poster	x		x

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

Indicative resources

Alexander, M. and Kusleika, D. (2022) *Microsoft Excel 365 Bible*. 1st edition. Indianapolis: Wiley.

Brown, I. (2024) *Mastering Marketing Data Science: A Comprehensive Guide for Today's Marketers*. 1st edition. Wiley.

Few, S. (2021) *Now You See It: An Introduction to Visual Data Sensemaking*. 2nd edition. El Dorado Hills: Analytics Press.

Field, A. (2024) *Discovering Statistics Using IBM SPSS Statistics*. Sixth edition. Los Angeles London New Delhi Singapore Washington DC Melbourne: SAGE Publications Ltd.

Kirk, A. (2024) *Data Visualisation: A Handbook for Data Driven Design*. Third edition. SAGE Publications Ltd.

Journals

Journal of Marketing Communications
 Journal of Direct, Data and Digital Marketing Practice
 Journal of Digital and Social Media Marketing
 Journal of Research in Interactive Marketing
 Journal of Interactive Marketing

Online Resources

[Power BI on Microsoft Learn | Microsoft Learn](#)

[SPSS tutorials | The Ultimate Guide to SPSS \(spss-tutorials.com\)](#)

[Learning Library | JMP](#)