1. **Title of the module**

BUSN9142 (CB9141) Digital Marketing Research

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**

Level 7

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTs)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules**

N/A

1. **The programmes of study to which the module contributes**

MSc Digital Marketing and Analytics

1. **The intended subject specific learning outcomes.**  
   **On successfully completing the module students will be able to:**

8.1. Demonstrate a systematic and comprehensive knowledge and understanding of core concepts and analytical frameworks in digital marketing research.

8.2. Critically apply relevant knowledge, skills and creativity in modelling and analysing business and management problem using qualitative and quantitative digital marketing data.

8.3 Evaluate arguments or propositions and make judgments that can guide the application of appropriate analytical approaches to complex business/management problems in a digital marketing context.

8.4. Appreciate the ethical issues associated with the digital marketing research process.

8.5 Critically apply IT to solve complex business and management problems.

1. **The intended generic learning outcomes.**  
   **On successfully completing the module students will be able to:**

9.1 Critically evaluate arguments, assumptions and data, and to frame appropriate questions and pitch solutions.

9.2 Enhance their bibliographic and computing skills, by using the library and electronic sources in the course of their reading, and individual project.

9.3 Effectively communicate information, arguments and analysis in a variety of forms.

9.4 Work effectively as part of a group, and use self-direction, initiative and planning in the context of independent learning and the management of assignments.

1. **A synopsis of the curriculum**

In day-to-day life, consumers and companies generate large amounts of data all over the web that could provide valuable and useful business insights. Digital marketing research is the process of harnessing the Internet data and putting the data to meaningful use. Digital marketing research provides a link between the consumer and public, through information that is used to identify and define marketing opportunities and problems, to initiate marketing action, and to improve marketing performance. This module aims to provide students with an understanding of the methods used in digital marketing research, and their roles in supporting marketing decisions. The module addresses the stages of the digital marketing research process, from identification of the problems and definition of the research objectives, to the presentation, visualisation and interpretation of research findings.

Indicative topics to be covered are likely to include:

* + Digital marketing research process and contemporary digital marketing topics
  + Introduction to digital marketing data sources and data collection tools
  + Qualitative digital marketing data analysis methods
  + Quantitative digital marketing data analysis methods
  + Measurement, scaling and online questionnaire design
  + Introduction to online analytics solutions (e.g., Google analytics)
  + Ethical issues in digital marketing studies

1. **Reading List (Indicative list, current at time of publication. Reading lists will be published annually)**

Essential Reading

Grossnickle, J. and Raskin, O. (2001). Handbook of online marketing research. 1st ed. McGraw-Hill. ISBN-10: 0470710403

Sponder, M. and Khan, G. (2017). Digital analytics for marketing. 1st ed. New York: Routledge. ISBN-10: 0789750309

Recommended reading

Rackley, J. (2015). Marketing analytics roadmap: Methods, metrics, and tools. 1st ed. Berkeley, CA: Apress. ISBN-10: 1484202600

Wilson, A. (2016). Digital Analytics 101: Your Shortcut to Marketing Analytics. 1st ed. CreateSpace Independent Publishing Platform. ISBN-10: 1541114167

Venkatesan, R., Farris, P. and Wilcox, R. (2014). Cutting-edge marketing analytics: Real world cases and data sets for Hands on Learning. 1st ed. Pearson FT Press. ISBN-10: 0133552527

Hemann, C. and Burbary, K. (2013). Digital marketing analytics: Making sense of consumer data in a digital world. 1st ed. QUE. ISBN-10: 0789750309

1. **Learning and Teaching methods**

Contact hours: 24

Private study hours: 126

Total hours: 150

1. **Assessment methods.**

13.1 Main Assessment methods

Individual report, 3000 words (70%)

Group video presentation, 10 minutes (30%)

13.2 Reassessment methods

100% coursework

1. **Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section12) and methods of Assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** |  |  |  |
| PC Labs | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| Group video presentation (up to 10 minutes max) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Individual written report (3,000 words) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or Centre(s) where module will be delivered:**

Medway

1. **Internationalisation**

International cases and cross-cultural digital marketing research topics will be introduced and discussed in lectures and seminars. In addition, students’ selecting group project topics are not limited to a single market (diverse cultural research topics will be encouraged). Students will also experience diverse cultures while working with team members from diverse cultural backgrounds.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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