1. **Title of the module**

BUSN5011 (CB5010) Marketing Analytics

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

Kent Business School

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

Level 5

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)**

Spring

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

BUSN3670 Introduction to Data Analysis & Statistics for Business and BUSN3710 Marketing Principles

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

BA (Hons) Business & Management and associated programmes

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

8.1. Demonstrate knowledge and critical understanding of the role and value of information, performance measurement and customer / competitor insights in marketing.

8.2. Understand the organisational and discursive processes through which data is translated into marketing practices.

8.3. Use IT for marketing applications and to support information retrieval, data analysis and communication.

8.4. Explore the international and ethical dimensions of marketing analytics.

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

9.1. Use a range of established techniques to initiate and undertake critical analysis of information.

9.2. Propose solutions to problems arising from data analysis.

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

9.4. Communicate effectively to a variety of audiences and/or using a variety of methods.

1. **A synopsis of the curriculum**

This module will review contemporary approaches to marketing research design, data collection and analysis. A range of customer, market and competitor analysis techniques will be explored from conventional marketing research techniques as well as from ecommerce, geodemographic and new-media sources. Students will also develop an understanding of the importance of effective performance measurement (i.e., making marketing more accountable). Students will further develop their appreciation of market information and intelligence and acquire the specialised skills needed to plan, manage and report marketing research studies.

The indicative key topics of the module are:

* Marketing research planning and process
* Research design and data acquisition
* Qualitative and quantitative consumer research
* Data analysis

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

Hair, J., Ortinau, D. and Harrison, D. (2021), *Essentials of Marketing Research, 5th Edition, McGraw Hill,* ISBN 978-1-260-57578-1 (core reading)

Malhotra, N., Nunan, D. and Bricks (2017), Marketing Research: An applied approach, 5th edition, Pearson, 978-1-292-10312-9

Bradley, N. (2013) *Marketing Research: Tools & Techniques*. 3rd ed. Oxford: Oxford University Press

Grigsby, M. (2015) *Marketing Analytics. A Practical Guide to Real Marketing Science*. London: Kogan Page

Field, A. (2013) *Discovering Statistics Using IBM SPSS Statistics*. 4th ed. New Delhi: Sage

Hair, J.J., Black, W.C., Babin, B.J. and Anderson, R.E. (2010) *Multivariate Data Analysis*. *A Global Perspective*. 7th ed. New Jersey: Pearson

Winston, W.L. (2014) *Marketing Analytics: Data-Driven Techniques with Microsoft Excel.* Hoboken: John Wiley & Sons

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Multiple choice questions (MCQ) (10%)

Group Video Presentation (5 minutes) (20%)

Individual project report (2000 words)(70%)

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* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Private study | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| Preparation for group video presentation | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Preparation of individual project report | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Individual project report | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Group Video Presentation | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Multiple choice questions | **X** | **X** |  | **X** |  | **X** |  |  |

1. **Inclusive module design**

The Division 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**

Internationalisation is formally reflected in subject-specific learning outcomes for the module, which explore the international and ethical dimensions of marketing analytics. In addition, the module will extensively use examples of international companies and data sets in the lectures and seminars.

**DIVISIONAL 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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