1. **Title of the module:**
   Data Analytics and Financing in Digital Marketing – PRSN6123

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

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

4. **The number of credits and the ECTS value which the module represents**
   15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   Autumn, spring or summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   - BSc Digital Marketing
   - BSc Digital Marketing (Integrated Degree Apprenticeship)

8. **The intended subject specific learning outcomes**
   **On successfully completing the module, students should be able to**
   8.1 Demonstrate the ability to devise a budget for a multivariate testing plan within the context of a devised marketing plan that considers real time issues/opportunities in the external and internal environments.
   8.2 Demonstrate the ability to use data analytics in order to devise a justified customer acquisition and retention plan within the context of a devised marketing plan that considers real time issues/opportunities in the external and internal environments.
   8.3 Demonstrate the ability to devise a budget for a customer acquisition and retention plan within the context of a devised marketing plan that considers real time issues/opportunities in the external and internal environments.
   8.4 Demonstrate the ability to calculate the return on investment for digital marketing campaigns within the context of a devised marketing plan that considers real time issues/opportunities in the external and internal environments.

9. **The intended generic learning outcomes**
   **On successfully completing the module, students should be able to**
   9.1 Work under pressure and unsupervised, and interact effectively within teams
   9.2 Consider the impact of work on others, especially where related to culture, diversity and equality
9.3 Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines.

9.4 Show integrity and respect for confidentiality and data security in work and personal situations.

9.5 Demonstrate logical thinking and a creative approach to problem-solving to systematically analyse and apply structured techniques to complex systems and situations.

10. **A synopsis of the curriculum**

This module recognises the importance of treating marketing spend as an investment decision and therefore considers the value of data and budgeting practices essential in marketing today.

Data Analytics:

- Data management
- Extracting insight from data, and
- Actioning decisions from those insights
- Strategic Data Needs;
- Using Data to Improve your Business Decisions;
- Using Data to Improve your Business Operations;
- Monetizing your Data;
- Sourcing and Collecting Data;
- Turning Data into Insights;
- Creating the Technology and Data Infrastructure;
- Building Data Competencies in Your Organisation;
- Ensuring Your Data Doesn't Become a Liability: Data Governance;
- Executing and Revisiting your Data Strategy

Principles direct and digital marketing

Mass marketing, targeting and one to one marketing

- Customer acquisition vs customer retention
- Testing
- Databases
- Importance of control and evaluation
- TICC principles (Targeting, Interaction, Control and Continuity).

The Importance of Testing & Budgeting for Testing

- Principles of testing in digital marketing
- Devising a multivariate testing plan
- Justifying a multivariate testing plan
- Devising a multivariate testing plan
- Evaluating a multivariate testing plan
- Using a multivariate test to inform planning
• Devising a multivariate testing plan based on the real time organisational resource and environmental constraints and/or opportunities.

Budgeting for Customer Acquisition
• Principles of customer acquisition
• Customer segmentation and profiling
• Customer acquisition contact strategies
• Indicative Cost per Thousands for customer acquisition contact strategies
• Indicative response and conversion rates for different customer acquisition contact strategies
• Devising a customer acquisition budget
• Calculating ROI for customer acquisition plans Devising a customer acquisition plan based on the real time organisational resource and environmental constraints and/or opportunities.

Budgeting for Customer Retention
• Principles of customer retention
• Customer retention contact strategies
• Indicative Cost per Thousands for customer retention contact
• Indicative response and conversion rates for different customer retention contact strategies
• Devising and justifying a customer retention plan
• Devising a customer retention budget
• Calculating ROI for customer retention plans
• Devising a customer retention plan based on the real time organisational resource and environmental constraints and/or opportunities.

Data Analytics, Control, Evaluation, Measurement and Metrics
• The big picture – linking campaign performance to business success
• Channel metrics – what can be measured offline and online
• Multi-channel attribution
• Offline metrics - print, mail, TV, etc.
• Online metrics – SEM, PPC, e-mail, mobile, etc.
• Web analytics, including clicks, visits, and navigation
• Social media analysis systems, metrics, and measurement
• Campaign metrics and customer metrics
• Efficiency and effectiveness metrics
• Measuring the on/offline media multiplier effect
• Acquisition, conversion, and retention KPIs
• Building dashboards for different levels of management
• Frequency and depth of reporting
• Multi-channel tracking and attribution.

11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)
Data Analytics Made Accessible. (2017). Maheshwari, A. Amazon Media EU S.à r.l..
12. **Learning and Teaching methods**

   Total contact hours: 25

   Total private study hours: 125 – including 5 hours of Google Academy ‘Google Analytics online modules (or equivalent) learning.

   Total module hours: 150

13. **Assessment methods.**

13.1 This module is assessed through

   - Report (50%) – Max 3 000 word
   - Individual Budget Spreadsheet Submission for an Omni Channel Campaign – 50%

13.2 **Reassessment methods**

14. **Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)**

<table>
<thead>
<tr>
<th>Module learning outcome</th>
<th>8.1</th>
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<th>8.3</th>
<th>8.4</th>
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<tbody>
<tr>
<td>Learning/teaching method</td>
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15. **The Inclusive module design**

   The Collaborative Partner 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; and
   
   b) Learning, teaching and assessment methods
16. **Campus(es) or Centre(s) where module will be delivered:**
   Pearson College London

17. **Internationalisation:**
   Organisations need to cater for international markets and consumer preferences. The level of personalisation is critical across all digital platforms in order to give each consumer a very engaging customer experience. In this module, students will look at how to deliver this compelling customer experience across borders.

18. **Partner College/Validated Institution:**
   Pearson College London

19. **University School responsible for the programme:**
   Kent Business School

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

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<tr>
<th>Date approved</th>
<th>Major/minor revision</th>
<th>Start date of the delivery of revised version</th>
<th>Section revised</th>
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