LIVERPOOL JOHN MOORES UNIVERSITY

Data Analysis and Application

Module Information

2022.01, Approved

Summary Information

Module Code	6003LBSMK
Formal Module Title	Data Analysis and Application
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	Understand data analysis as a technology-driven process for analysing data and presenting actionable insight to marketing professionals and experts

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Strategically apply analytical tools and techniques to transform data into actionable insight.
MLO2	2	Strategically evaluate the use of various analytical approaches and communicate their managerial implications to a non-technical audience.
MLO3	3	Critically apply appropriate data visualisation techniques to convey findings.
MLO4	4	Critically analyse and articulate how modern companies use data analysis to solve marketing problems in new ways and pursue new opportunities.

Module Content

Outline Syllabus	Nature of DataHypothesis TestingData Visualisation and Exploratory Data AnalysisData Pre-processing and Feature SelectionRegression ModelsClassification ModelsCluster AnalysisAssociation Rules
Module Overview	In addition to acquiring subject knowledge, this module works on building transferable skills, namely by enabling you to transform raw data into useful information that is priceless for marketing managers in decision making in the workplace.
Additional Information	In addition to acquiring subject knowledge, this module works on building transferable skills, namely by enabling students to transform raw data into useful information that is priceless for marketing managers in decision making in the workplace.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Artefacts	Individual report	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Tonci Grubic	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings