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Title: Data Analysis and Application
Status: Definitive
Code: **6003LBSMK** (128994)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Tonci Grubic	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Online	11
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	A report on analytical methods/tools	100	

Aims

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

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Individual report	1	2	3	4
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Outline Syllabus

Nature of Data
Hypothesis Testing
Data Visualisation and Exploratory Data Analysis
Data Pre-processing and Feature Selection
Regression Models
Classification Models
Cluster Analysis
Association Rules

Learning Activities

Lectures, online activities and workshops.

Notes

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.