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Title: Data Analysis and Application  
Status: Definitive  
Code: **7120DMKT** (126746)  
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:** FHEQ7      **Credit Value:** 20      **Total Delivered Hours:** 30  
**Total Learning Hours:** 200      **Private Study:** 170

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Online	10
Workshop	20

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	4,000 word report of analytical methods/ tools	100	

### Aims

*The module looks at data analysis as a technology-driven process for analysing data and presenting actionable insight to marketing professionals and experts. It aims to build awareness of the importance of data for marketing as well as to introduce students to the novel approaches that are revolutionizing the way marketing is done (Data Science, Big Data, Machine Learning, Internet of Things, Artificial Intelligence etc.). Module introduces students to basic concepts of contemporary data analysis in*

*mastering tools for transformation of structured data into actionable information.*

## **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:

4,000 word 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**

The lecture covers statistical methods supplemented by illustrations of how the these concepts are being used in industry. Workshops will be used to apply this knowledge to a range of data sets and case studies.

## **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 managers in decision making in the workplace.