

Summary Information

Module Code	7120DMKT
Formal Module Title	Data Analysis and Application
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Online	10
Workshop	20

Module Offering(s)

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

Aims and Outcomes

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.
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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 Data Hypothesis Testing Data Visualisation and Exploratory Data Analysis Data Pre-processing and Feature Selection Regression Models Classification Models Cluster Analysis Association Rules
Module Overview	This module looks at data analysis as a technology-driven process for analysing data and presenting actionable insight to marketing professionals and experts. Build awareness of the importance of data for marketing and learn about the novel approaches that are revolutionising the marketing industry (Data Science, Big Data, Machine Learning, Internet of Things, Artificial Intelligence etc.). Learn basic concepts of contemporary data analysis and master tools for transformation of structured data into actionable information.
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 managers in decision making in the workplace.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	4,000 word 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
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