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| **Title** | Marketing and Data Analytics |
| **Code** | MBB7009M | **School** | York Business School | **Cost centre** | 2703 |
| **Level** | 7 | **Credits** | 20 | **Available for incoming study abroad** | Yes |
| **Pre-requisites[[1]](#footnote-1)** | None | **Barred combinations** | N/A |

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| **Total number of study hours for the module:** | 200 |
| which will include the following: | number of hours: |
| **timetabled contact**  | 35 |
| **placement** | N/A |
| **field trips** | N/A |
| **other** - please give further detail below: |
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| **Rationale**  |
| The success or failure of a marketing strategy heavily depends on the quality of their decision- making, especially in the strategic levels. Rational and fact-based decision-making process is expected to lead to higher value for businesses and facts require data to back them up—otherwise they are just opinions. Fact-based decision making is a disciplined process that requires careful thought in order to collect the right data from the proper sources and then have unbiased, non-judgmental analysis to extract those facts that are important in firstly understanding the situation, formulating the problem and then forecasting the future this approach will be applied to the marketing discipline. This module provides a broad understanding of the wider context analysing marketing data, including the importance of visualizing and understanding data, representing data in a meaningful way to be used for decision making. It then explores effective methods for describing and summarizing data, sampling and estimating, hypothesis testing and understanding the relationship between variables. After studying this module, you should be able to:* Critically assess and apply theories and models of data, information, knowledge, and decision making within a variety of marketing areas within a business
* Critically evaluate the drivers and strategies for advanced analytics and its impact on marketing decision-making
* Construct and diagnose statistical models to allow prediction of effects and input into strategic marketing development.
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| **Title(s) of awards to which the module contributes** | **Award Programme Learning Outcome(s) to which the module is mapped (PLO4.1, PLO5.3 etc.)** |
| MBA | PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7, |
| MBA (with year in industry)  | PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7, |
| MBA Finance | PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7, |
| MBA Healthcare Management | PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7, |
| MBA Project and Operations Management | PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7, |
| MBA Quality Management | PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7, |
| MBA Strategic Human Resource Management and Leadership | PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7, |

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| **Assessment** *(include expected word length for written work and duration for examinations)* |
| *#* | *type* | *description* | *weighting* |
| 1 | Presentation | Group Poster Presentation  | 20% |
| 2 | (Creative) artefact | Implementing data mining techniques for analysing business data | 80% |
| **Qualified failures** *(for modules with more than one summative assessment component delete as applicable)*In order to pass the module, students must achieve at least: |
| * a mark of 20 in each component and an overall pass mark
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| **Indicative content** |
| This module encompasses a wide range of cognitive skills in computational thinking and its relevance to marketing concepts, critical evaluation and professional considerations and practical skills in the deployment and use of tools and critical evaluation of complex problems. So, it enables you develop a deep understanding of the impact of data, the meaning of the data (including in terms of statistics), and to give you an opportunity to examine data analytics technique in term of problem solving, predicting and decision-making in marketing context. * understanding and appreciation of the importance of good data and information to support decision making and knowledge creation in marketing
* understand basic data types and analysis issues that can help create valid data and information for decision-making and marketing purposes
* develop a critical understanding of how different data supports and is used by different activities within marketing departments
* develop an understanding of marketing capability in the development of supportive information systems, using such techniques as benefits realisation using data information and knowledge to create competitive advantage and support adaptable organisations
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| **Reading list** *(insert link)* |
| <https://yorksj.rl.talis.com/modules/mmbb09.html>* Hemann, C., Burbary, K. (2018) “Digital Marketing Analytics”, published by Pearson; 2nd edition.
* Han, J., Kamber, M., Pei, J. (2011) “Data mining: concepts and techniques”, published by Morgan Kaufmann; 3rd edition
* Erl, T., Khattak, W., Buhler, P. (2016) “Big Data Fundamentals, Concepts, Drivers & Techniques” published by Prentice Hall
* Phillips, J. (2013) “Building a Digital Analytics Organization: Create Value by Integrating Analytical Processes, Technology, and People into Business Operations”, published by Pearson FT Press
* Banks, R., Thorlund, J., Laursen, G. (2016) “Business analytics for managers: taking business intelligence beyond reporting”, published by Audible Studios on Brilliance; Unabridged edition
* Maindonald, J., Braun, W.J., (2010) “Data analysis and graphics using R: an example-based approach” published by Cambridge University Press

Provost, F., Fawcett, T. (2013) “Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking” published by O'Reilly MediaDavenport, T.H., (2014) “Big Data at Work: Dispelling the Myths, Uncovering the Opportunities” published by Harvard Business Review Press Stephenson, D., (2018) “Big Data Demystified: How to Use Big Data, Data Science and AI to Make Better Business Decisions and Gain Competitive Advantage” published by FT Press |

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| ***Version*** | 1 | ***In use from*** | 2020-21 | ***to*** |  |

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| External examiner code: |  |
| Fee profile: |  |
| Date approved: | June 2019 |

**Notes**

1. A module that must have been taken but no requirement that it must have been passed. [↑](#footnote-ref-1)