

IB3M5-15 Advanced Analysis for Marketing Decisions

22/23

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Roland Kassemeier

Credit value

15

Module duration

10 weeks

Assessment

20% coursework, 80% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module is an elective for WBS, German and Business Studies, and Global Sustainable Development and Business Studies 3rd or 4th year students only. It is not available as an elective to non-WBS students.

[Module web page](#)

Module aims

The module aims to provide students with the knowledge and skills of marketing analytics. Students will learn the tools, models, and techniques to generate marketing insights or solve marketing problems with data.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- Introduction to Marketing Analysis.

- Segmentation and Targeting Analysis.
- Positioning Analysis.
- Customer Satisfaction.
- Customer Lifetime Value.
- Product Decisions.
- New Product Decisions.
- Pricing Decisions.
- Sales Prediction.
- New Methods in Marketing Analysis.

Learning outcomes

By the end of the module, students should be able to:

- Gain competency in utilizing software tools for marketing-related data analysis needs.
- Construct projects and perform data analysis to generate marketing insights with data.
- Understand important data-driven marketing strategies and the process of converting data to marketing decisions.
- Familiarize with appropriate models and techniques to generate marketing insights or solve marketing problems related to segmentation, targeting, and positioning, customer satisfaction, customer lifetime value, product decisions, pricing decisions, etc.
- Interpret data analysis results to recommend and justify marketing managerial decisions.

Indicative reading list

Essential Reading:

- Principles of Marketing Engineering and Analysis, 3rd Edition, Gary L. Lilien, Arvind Rangaswamy, and Arnaud De Bruyn (DecisionPro, Inc. 2017), ISBN: 9780985764821
- Recommended Reading:
- Database Marketing, Robert C. Blattberg, Byung-Do Kim, and Scott A. Neslin (Springer, 2008), ISBN: 9780387725796
 - Essentials of Marketing Analytics, 1st Edition, Joseph Hair, Dana E. Harrison and Haya Ajjan (McGraw Hill, 2022), ISBN: 9781264263608
 - Marketing Research: An Applied Orientation, 7th - Edition, Naresh K. Malhotra (Pearson, 2019), ISBN: 9780134735047
 - Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wayne L. Winston (Wiley, 2014), ISBN: 978-1-118-41730-0
 - Marketing Research, 12th - Edition, Carl McDaniel Jr. and Roger Gates (Wiley, 2020), ISBN: 978-1-119-70300-6

Subject specific skills

Understand important data-driven marketing strategies and the process of converting data to marketing decisions.

Familiarize with appropriate models and techniques to generate marketing insights or solve marketing problems related to segmentation, targeting, and positioning, customer satisfaction,

customer lifetime value, product decisions, pricing decisions, etc.
Interpret data analysis results to recommend and justify marketing managerial decisions

Transferable skills

Gain competency in utilizing software tools for marketing-related data analysis needs.
Construct projects and perform data analysis to generate marketing insights with data.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group D1

	Weighting	Study time
Group Project (15 CATS)	20%	15 hours
Online Examination Exam (15 CATS)	80%	58 hours

~Platforms - AEP

- Online examination: No Answerbook required

Feedback on assessment

Feedback provided via my.wbs.

[Past exam papers for IB3M5](#)

Availability

Pre-requisites

To take this module, you must have passed:

- All of
 - [IB122-15 Business Analytics](#)
- Any of
 - [IB117-15 Principles of Marketing and Strategy](#)
 - [IB148-15 Principles of Marketing](#)
 - [IB2C5-15 Foundations of Marketing](#)

Courses

This module is Optional for:

- UIBA-N20B BSc in Management
 - Year 3 of N20B Management
 - Year 3 of N20B Management
 - Year 3 of N23K Management with Accounting
 - Year 3 of N234 Management with Digital Business
 - Year 3 of N235 Management with Entrepreneurship
 - Year 3 of N232 Management with Finance
 - Year 3 of N252 Management with Marketing
 - Year 3 of N23L Management with Strategy and Organisation
- Year 3 of UIBA-N400 Undergraduate Accounting and Finance
- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
 - Year 5 of N404 Accounting and Finance (Foundation Year and Placement)
 - Year 5 of N405 Accounting and Finance (Foundation Year and UPP)
 - Year 5 of N403 Accounting and Finance (with Foundation Year)
- Year 4 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate

Partnership Programme)

- Year 4 of N401 Accounting and Finance (Placement)
- Year 4 of N402 Accounting and Finance (Undergraduate Partnership Programme)
- Year 4 of UGEA-RN21 Undergraduate German and Business Studies
- Year 3 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 4 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)
- Year 4 of UIBA-N1RA Undergraduate International Business with French
- Year 4 of UIBA-N1RB Undergraduate International Business with German
- Year 4 of UIBA-N1RC Undergraduate International Business with Italian
- Year 4 of UIBA-N1RD Undergraduate International Business with Spanish
- UIBA-N20F Undergraduate International Management
 - Year 4 of N20F International Management
 - Year 4 of N20F International Management
 - Year 4 of N20S International Management (with Accounting)
 - Year 4 of N20T International Management (with Chinese)
 - Year 4 of N20P International Management (with Entrepreneurship)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20U International Management (with French)
 - Year 4 of N20L International Management (with Marketing)
 - Year 4 of N20V International Management (with Spanish)
 - Year 4 of N20W International Management (with Strategy and Organisation)
 - Year 4 of N20N International Management with Digital Business
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N234 Management with Digital Business
- Year 3 of UIBA-MN3A Undergraduate Law and Business Studies
- UIBA-N20G Undergraduate Management (with Foundation Year and Intercalated Year/Undergraduate Partnership Programme)
 - Year 5 of N20G Management (Foundation Year and Intercalated)
 - Year 5 of N20H Management (Foundation Year and UPP)
 - Year 5 of N23B Management with Finance (with Foundation Year and Intercalated Year)
 - Year 5 of N23C Management with Finance (with Foundation Year and Undergraduate Partnership Programme)
 - Year 5 of N25B Management with Marketing (with Foundation Year and Intercalated Year)
 - Year 5 of N25C Management with Marketing (with Foundation Year and Undergraduate Partnership Programme)
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 4 of N23M Management with Accounting (with Foundation Year)
 - Year 4 of N23E Management with Digital Business (with Foundation Year)
 - Year 4 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 4 of N23D Management with Finance (with Foundation Year)

- Year 4 of N252 Management with Marketing
- Year 4 of N254 Management with Marketing (with Foundation Year)
- Year 4 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20B Management
 - Year 4 of N20D Management (Undergraduate Partnership Programme)
 - Year 4 of N20C Management (with Placement Year)
 - Year 4 of N20Q Management with Accounting (with Placement Year)
 - Year 4 of N236 Management with Digital Business (with Placement Year)
 - Year 4 of N237 Management with Entrepreneurship (with Placement Year)
 - Year 4 of N232 Management with Finance
 - Year 4 of N233 Management with Finance (with Placement Year)
 - Year 4 of N253 Management with Marketing (with Placement Year)
 - Year 4 of N20R Management with Strategy and Organisation (with Placement Year)
- WBS Exchange Students