

# WM9K4-15 Digital Analytics & Marketing Technology

**22/23**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Michael Mortenson

**Credit value**

15

**Module duration**

2 weeks

**Assessment**

Multiple

**Study locations**

University of Warwick main campus, Coventry Primary

Distance or Online Delivery

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## Description

### Introductory description

Modern digital marketing practice is as much dependent on a suite of technologies and information systems, as it is on strategies and marketing technique. Commonly these include a mixture of digital and data technologies that underpin each stage of the marketing lifecycle, from initial research through to campaign analysis and customer retention. The utilisation of such data and techniques has become an essential toolkit for implementing and optimising modern digital marketing strategy.

### Module aims

The module aims to expose participants to the latest in marketing and big data technologies, and apply them to a range of digital marketing scenarios. To do this module seeks to provide digital marketing students with an overview and first-hand experience of a range of these technologies including:

- data visualisation,
- customer analytics tools,

- social media analytics,
- marketing automation,
- artificial intelligence,
- cloud computing,
- mobility,
- internet of things

## **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.

### a) What is marketing technology?

- Marketing technology fundamentals
- Information architecture
- Marketing automation

### b) Digital analytics

- Google analytics and digital analytics techniques
- Social media, internet of things and APIs
- Social media analytics
- Artificial intelligence and machine learning

### c) Business analytics

- Marketing analytics
- Data visualisation & dashboards
- Customer segmentation technologies

### d) Marketing automation & mobility

- Mobile technology and location marketing
- Multivariate and A/B testing
- Chatbots and personalisation
- Automation technologies

### e) Cloud computing

- Cloud fundamentals
- Cloud migration
- Cloud native computing

### f) A practical simulation of the above topics

## **Learning outcomes**

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

- Demonstrate a comprehensive understanding of the uses of digital data and marketing technologies in modern business
- Critically analyse the systematic and operational risk associated with a business' information architecture, and develop appropriate mitigation and management strategies
- Critically evaluate a range of real-world marketing technology solutions, and determine their applicability and suitability to a range of different use cases
- Interpret complex business requirements and develop appropriate, higher-level solutions and designs

## **Interdisciplinary**

A mixture of technology/computing topics and business topics

## **International**

Topics are of high international demand

## **Subject specific skills**

Digital analytics, clustering, visualisation, cloud computing, IT architecture

## **Transferable skills**

Presentation skills, data analysis, research, teamwork, IT architecture, critical thinking

## **Study**

### **Study time**

<b>Type</b>	<b>Required</b>
Lectures	15 sessions of 1 hour (10%)
Seminars	15 sessions of 1 hour (10%)
Online learning (independent)	15 sessions of 1 hour (10%)
Assessment	105 hours (70%)
Total	150 hours

### **Private study description**

No private study requirements defined for this module.

### **Costs**

No further costs have been identified for this module.

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## Assessment

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

### Assessment group A

	<b>Weighting</b>	<b>Study time</b>
Digital Marketing Data Analytics Evaluation Analysis, visualisation and interpretation of a given digital marketing scenario and data set	20%	10 hours
Post Module Assignment A business-style report discussing core topics in digital analytics and marketing technology	70%	90 hours
Online Data Visualisation Board Development of an online data visualisation board	10%	5 hours

### Assessment group R

	<b>Weighting</b>	<b>Study time</b>
Post Module Assignment A business-style report discussing core topics in digital analytics and marketing technology	100%	

### Feedback on assessment

Verbal feedback for in-module element. Written feedback and annotated scripts for post-module element

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## Availability

### Courses

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)