WM9K4-15 Digital Analytics & Marketing Technology

23/24

Department
WMG
Level
Taught Postgraduate Level
Module leader
Liping Zheng
Credit value
15
Module duration
4 weeks
Assessment
Multiple
Study locations
University of Warwick main campus, Coventry Primary
Distance or Online Delivery

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 ultilisation 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

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Study

Study time

Type	Required
Lectures	15 sessions of 1 hour (10%)
Seminars	15 sessions of 1 hour (10%)
Online learning (independent)	60 sessions of 1 hour (40%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

No private study requirements defined for this module.

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 A1

	Weighting	Study time
Digital Marketing Data Analytics Evaluation	10%	5 hours
Analysis, visualisation and interpretation of a given digital marketing scenario and data set		
Post Module Assignment	70%	45 hours
A business-style report discussing core topics in digital analytics and marketing technology		
Data Analysis Report	20%	10 hours
Development of an online data visualisation board		

Assessment group R1

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

Feedback on assessment

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

Availability

There is currently no information about the courses for which this module is core or optional.