

# IB3M5-15 Advanced Analysis for Marketing Decisions

**24/25**

**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

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## 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.

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## 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.

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## Assessment

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

### Assessment group D2

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

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- Online examination: No Answerbook required

## **Feedback on assessment**

Feedback provided via my.wbs.

[Past exam papers for IB3M5](#)

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## **Availability**

### **Pre-requisites**

WBS students must have taken IB149-15 or IB150-15. Non-WBS students are strongly recommended to have taken an equivalent introductory statistics/data analysis module.

All students are also recommended, to attain an understanding of marketing decisions, to have taken IB148-15 OR IB152-15 OR IB2D6-15.

To take this module, you must have passed:

- Any of
  - [IB149-15 Introduction to Statistics](#)
  - [IB150-15 Foundations of Data Analysis for Management](#)

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