

WM9K4-15 Digital Analytics & Marketing Technology

24/25

Department

WMG

Level

Taught Postgraduate Level

Module leader

Liping Zheng

Credit value

15

Module duration

4 weeks

Assessment

100% coursework

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 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:

- market analytics tools,
- marketing automation,

- artificial intelligence,
- machine learning,
- digital analytics & web analytics,
- data visualisation,
- technical SEO

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
- Marketing technology stack
- Marketing automation

b) Big data analytics

- Big data fundamentals
- Artificial intelligence and machine learning
- Data visualisation

c) Marketing analytics

- Google analytics and digital analytics techniques
- Digital Ads data
- Customer segmentation

d) Marketing automation

- AI in digital marketing
- Chatbots and personalisation
- Automation technologies

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 analytics 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

- Collaboratively and critically analyse business issues and propose and evaluate practical solutions with digital analytics skill and marketing technology

Indicative reading list

[View reading list on Talis Aspire](#)

Interdisciplinary

A mixture of technology/computing topics and business topics

International

Topics are of high international demand

Subject specific skills

Digital analytics, clustering, visualisation, marketing analytics, marketing tech stack

Transferable skills

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

Study

Study time

Type	Required
Lectures	20 sessions of 1 hour (13%)
Seminars	10 sessions of 1 hour (7%)
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 must pass all assessment components to pass the module.

Assessment group A2

	Weighting	Study time
Digital Marketing Data Analytics and use of Marketing Technology	30%	18 hours
Analyse and interpret a given digital marketing scenario and data, and propose the use of marketing technology considering the given scenario. Peer Marking Process will be adopted in this assessment.		
Assignment	70%	42 hours
A business-style report discussing core topics in digital analytics and marketing technology		

Feedback on assessment

Verbal feedback will be provided for the group assessment. Written feedback will be provided for the individual assignment.

Availability

Courses

This module is Optional for:

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