

IB9JB-15 Marketing and Strategy Analytics

27/28

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Iman Ahmadi

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module equips students with the analytical skills needed to transform data into actionable business insights. In an era where organizations have vast amounts of customer data, the ability to extract meaningful insights is critical for strategic decision-making.

Through a combination of lectures, hands-on workshops, and real-world case studies, students will learn key marketing analytics techniques, including customer segmentation, regression analysis, and machine learning methods, using the R programming language. The module also emphasizes the effective communication of data-driven insights through graphical storytelling and structured written presentation.

By the end of the module, students will have a solid foundation in marketing analytics tools and their application in business contexts, enhancing their ability to support data-driven strategies.

[Module web page](#)

Module aims

To provide students with the ability to use information to generate meaningful insights about the

behaviour of their customers.

To provide students with the knowledge of how businesses can exploit opportunities for value creation and improve their financial performance based on insight.

To challenge students' thinking about the appropriate and inappropriate use of customer data for strategic decision-making and understand the processes of decision making.

To develop students' critical and analytical skills through group work.

To provide students with the knowledge and skills to effectively present data/ insights to a variety of audiences from fellow marketers to finance directors or the CEO.

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.

Indicative syllabus:

Marketing and Strategy Analytics and Business Performance. What is Marketing and Strategy Analytics?

How can Marketing and Strategy Analytics help to improve business performance?

Marketing and Strategy Analytics Methods and how to apply them.

Introduction to the Software R (or another appropriate software package).

Fundamentals of Customer Data Analysis. Describing data and studying relationships between different types of customer information.

Advanced Marketing Applications and Using data for decision making.

How to segment customers (decision trees, regression trees, clustering).

Sharing your insights with different audiences.

Learning outcomes

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

- Demonstrate understanding of empirical methods and their role in data-driven decision-making.
- Implement a range of marketing and strategy analytics techniques using R (or another appropriate software package).
- Critically evaluate best practices in marketing analytics and data analysis.
- Critically assess the structure, quality, and usability of customer and business data for marketing and strategy analytics.
- Assess the ethical and social impact of marketing analytics in business practices.
- Critically evaluate the core principles of marketing and strategy analytics and their application in business decision-making.

Indicative reading list

[Reading lists can be found in Talis](#)

Subject specific skills

Effectively communicate data insights using graphical, visual, and written storytelling techniques tailored for different audiences.

Extract and interpret meaningful insights from data by applying segmentation, clustering, and relationship analysis across customer datasets to derive insight.

Evaluate and apply appropriate marketing and strategy analytics techniques based on specific business contexts.

Assess the reliability and relevance of different data sources for marketing and strategy analytics, ensuring accuracy in decision-making.

Transferable skills

Demonstrate the ability to structure and communicate analytical insights clearly and persuasively in written and visual formats.

Demonstrate effective problem solving skills (both theoretically, and when it comes to the programming implementation of a selected method).

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Other activity	18 hours (12%)
Private study	49 hours (33%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Private study to include preparation for lectures and own reading'

Other activity description

2 hrs F2F workshops x 9 weeks

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 A5

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment 3000 words	100%	73 hours	Yes (extension)
Reassessment component is the same			

Feedback on assessment

Assignments are graded (%) using standard University Postgraduate Marking Criteria and written feedback is provided, plus an opportunity to discuss the assignment with the module leader on a one-to-one basis.

Availability

Courses

This module is Core for:

- Year 1 of TIBS-N500 MSc in Marketing and Strategy