DIGT C1807: Introduction to Data Analysis for Digital Marketing

Module Title:	Introduction to Data Analysis for Digital Marketing
Language of Instruction:	English

Credits:	10

NFQ Level:	6

Module Delivered In	3 programme(s)

Teaching & Learning Strategies:	This module will be taught through practical classes in computer labs. Students will be expected to complete problem sheets to enforce learning. Relevant notes, examples and resources will be available on Blackboard.

Module Aim:	The aim of this module is to develop students' mathematical and statistical skills with a view to using these skills to analyse digital marketing data. Students will be introduced to the areas of digital marketing data, descriptive statistics, hypothesis testing, correlation and regression. The students will also be introduced to the use of statistical software for data analysis.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Identify and explain basic digital marketing terminology.
LO2	Describe basic concepts in probability, sampling and inference.
LO3	Apply statistical skills and thinking to explore data numerically and graphically.
LO4	Interpret data in Digital Marketing scenarios.
LO5	Solve well-formed problems by selecting the appropriate techniques and presenting the answer in a digital marketing context.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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Module Content & Assessment

Indicative Content
Introduction Introduction to digital marketing data and terminology.
Basic Mathematics Basic arithmetic operations, calculations involving percentages, fractions and ratios, roots and powers. Apply various techniques to business problems.
Introduction to Statistics Different data types, tabulation of data, graphical representation of data and sampling. Measures of central tendency and dispersion including mean, median and standard deviation.
Further Statistical Topics Application of correlation, linear regression, and hypothesis testing in a marketing context (e.g. for A/B testing).
Data Visualisation Description of different data visualisation techniques, their purpose and when they are suitable to use.
Computer Practicals Application of theoretical material using relevant computer programs.

Assessment Breakdown	%
Continuous Assessment	70.00%
Project	30.00%

Continuous Assessment

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Short Answer Questions	There will be a series of assignments to offer formative feedback throughout the year.	1,2,3,4,5	20.00	Ongoing
Examination	There will be a series of in-class tests throughout the year in order to assess students' learning.	1,2,3,4,5	50.00	Ongoing

Project

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Project	The final assessment of the year will be a project.	1,3,4,5	30.00	n/a

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

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Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Practicals	Every Week	6.00
Independent Learning	Every Week	12.00
	Total Hours	18.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Practicals	Every Week	3.00
Independent Learning	Every Week	15.00
	Total Hours	18.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	2	Mandatory
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	2	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	2	Mandatory