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

Credits:	10

NFQ Level:	8

Module Delivered In	1 programme(s)

Teaching & Learning Strategies:	Formal lectures, group-based activities, class discussion, case studies and lab sessions may be used in the presentation of this module. Relevant notes, examples and resources will be available on Blackboard.

Module Aim:	The aim of this module is to develop the critical skills required to compile, analyse, statistically model and visualise data using specific tools and techniques.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Critically reflect on and apply key statistical/visualisation programming tools to analyse marketing data.
LO2	Deliberate on, evaluate and communicate the power of storytelling with data in a digital marketing context and be able to apply this skill using key software.
LO3	Deliberate on, evaluate and communicate the application and creation of predictive analytics in a digital marketing context.
LO4	Deliberate on, evaluate and communicate the application and creation of segmentation modelling in a digital marketing context.
LO5	Deliberate on, evaluate and communicate the application and creation of other advanced data mining techniques (e.g. text analytics) 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

Module Content & Assessment

Indicative Content
Storytelling with Data Best practices of data visualisation and storytelling with data. Application of these techniques using key software.
Reports & Dashboards Design and generation of marketing reports and dashboards using modern data science techniques and tools.
Propensity Modelling Applications in digital marketing, development using classification trees and regression, assessing quality of propensity models, designing marketing campaigns based on the output of propensity models.
Segmentation Modelling Applications in digital marketing, development using profiling and cluster analysis techniques, assessing quality of segmentation models, designing marketing campaigns based on the output of segmentation models.
Other Data Mining Techniques Application of other data mining techniques in a digital marketing context. Techniques may include text analytics, sentiment analysis, market basket analysis, recommendation engines, etc...

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Learners will be required to demonstrate achievement of the learning outcomes through continuous assessment. This work may take the form of a project (individual/group), practical exam, presentation, case analysis, poster presentation but is not limited to these formats.	1,2,3,4,5	100.00	n/a

No Project

No Practical

No End of Module Formal Examination

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

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 Time	Every Week	15.00
	Total Hours	18.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	[Bachelor of Science (Honours) in Digital Marketing with Analytics](#)	8	Mandatory