Module Title:	Data Analytics (Tourism and Event Management)
Language of Instruction:	English

Credits:	5

NFQ Level:	8

Module Delivered In	1 programme(s)

Teaching & Learning Strategies:	Formal lectures, group-based activities, class discussion, case studies and laboratory sessions may be used in the presentation of this module. Typically the lectures will be short (20-30 minute lectures) with the practical sessions providing students with the immediate opportunity to implement and reinforce the material presented in the short lectures.

Module Aim:	The aim of this module is to provide students with an understanding of data analytics and to critically evaluate, select and utilise data analytics (including statistics) and the insights garnered ethically in a tourism & event management context

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Critically reflect on, evaluate and communicate the key principles, theories and techniques for data analytics as they apply the tourism and event management sectors
LO2	Demonstrate practical knowledge of Web Analytics tools, Social Media Analytics and Email marketing Analytics
LO3	Appraise and evaluate key business and marketing metrics, KPIs and customer segmentation
LO4	Appraise and analyse data, present and defend it effectively to others

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

Concept & current state of data analytics
Evolution & current status of data analytics, business & marketing insights

Types of data (big data, structured, un-structured)
Evaluation of the types of data

Digital marketing metrics and KPIs
Key marketing and business metrics & KPIs

Marketing analytics techniques & tools (e.g.web & social media)
Web analytics (such as google analytics, heat mapping...) Social media analytics (such as facebook insights, Twitter analytics) email marketing analytics

Data exploration
Data exploartion using pivot tables - exploration and visualisation of data

Statistical analysis
Analysis of data using statistical techniques such as regression, correlation

Customer segmentation
Segmenting customers and designing measureable marketing campaigns to target different segments

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Students will make a presentation on skills learned to-date	2,3,4	30.00	n/a
Project	This work will take the form of a project where students will be assessed on the practical knowledge of web analytic tools, social media analytics and email marketing analytics	1,2,3	70.00	n/a

No Project

No Practical

No End of Module Formal Examination

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	n/a	1,2,3,4	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
Lecture	12 Weeks per Stage	3.00
Independent Learning Time	15 Weeks per Stage	5.93
	Total Hours	125.00

Workload: Part Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	12 Weeks per Stage	1.50
Independent Learning Time	15 Weeks per Stage	2.97
	Total Hours	62.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	8	Mandatory

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