Module code: MOD010660	Version: 1 Date Amended: 27/Feb/2025

1. Module Title

Digital Marketing Data and Analytics

2a. Module Leader

Abdul Zahid

2b. School

School of Management

2c. Faculty

Faculty of Business and Law

3a. Level

7

3b. Module Type

Standard (fine graded)

4a. Credits

30

4b. Study Hours

300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In this module, you will have the opportunity to use analytical skills and associated tools to analyse the effectiveness of real-world/live digital marketing campaigns against goals and objectives. The taught content in this module will take you through the process of assessing campaign effectiveness against a range of criteria, preparing you to present the results to an audience, and reflecting on the findings to continue the cycle of learning and development.

You will learn how to select metrics for evaluating campaigns and how to monitor key performance indicators (KPIs). Performance metrics support data informed decisions and enhance understanding of customer behaviours, as well as understanding how to improve campaigns and the effectiveness of individual channels. This knowledge and understanding combined with practical analysis skills will improve your effectiveness as a digital marketer.

6b. Outline Content

- Using Marketing Data and Metrics

- Data Management (Segmentation, Targeting, Path to Purchase and Customer Attribution)

- Analysing Campaign Effectiveness

- Campaign Development and Monitoring

- Data Dashboards

- Communicating Insights from Data and Analytics

- Reflection on Learning

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

Google Analytics

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Determine stakeholder and customer requirements, commercial awareness and business improvement processes that are relevant to campaign management.
2	Knowledge and Understanding	Assess key aspects of theory relating to data management in digital marketing such as segmentation, targeting and application of sales funnel, path to purchase and customer attribution.
3	Intellectual, practical, affective and transferrable skills	Observe, record, and draw conclusions from all types of statistical analysis of campaign performance, recognising inherent uncertainties and limitations with financial and budgetary requirements to demonstrate return on investment (ROI).
4	Intellectual, practical, affective and transferrable skills	Apply the appropriate tools for a data led approach to analyse marketing information and platforms, data and social media and recognise what is important for insights and optimisation to provide solutions for marketing decisions.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	52	1-4	1 x 2hr tutor-led workshop for 12 weeks 2 x 10 min screencast for 12 weeks 1 x 2hr student-led workshop for 12 weeks
Student managed learning	248	1-4	Independent Learning
TOTAL:	300		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	40 (%)

20 Minutes Video Presentation on Data Metrics and Insights – uploaded to Canvas

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]