

Module Details	
Module Title:	Marketing Metrics
Module Code:	MAR7503-A
Academic Year:	2019-20
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	12
Tutorials	12
Directed Study	76

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims	
<p>The module examines the importance of managing marketing data in effective marketing decision making. It presents the role of marketing metrics within the organisation and establishes how an understanding of a range of measurement techniques can enable organisations to achieve marketing insights and strategic decision making. It provides an appreciation of how measurement techniques, aligned to business objectives, can establish and determine the effectiveness of marketing activities. It outlines the value of using appropriate data sources to enable effective marketing analysis and of employing appropriate analytics tools and techniques to ensure effective marketing decision making.</p>	

Outline Syllabus

- To understand the role and major areas of marketing metrics.
- To map different sources of on-line and off-line data for marketing analysis.
- To identify the different types of measurement techniques to develop marketing insights from collected data.
- To utilise various metrics associated with brand, margins, profits, sales and business results.
- To learn the use of metrics relevant to customers, products, pricing and distribution.
- To evaluate the use of various marketing metric in developing business strategy and marketing performance measurement.
- To understand the latest trend in metrics and their usage.

Learning Outcomes

1	Metrics and Analytics: (a) understand the role of marketing metrics (b) Assess appropriate sources of reliable and robust data for marketing analysis.
2	Measuring Effectiveness: (a) understand the significance of different measurement techniques across a range of market contexts (b) Determine the relevant measures of marketing performance for a range of organisations.
3	Analytics for Decision Making: (a) Interpret marketing metrics to establish the effectiveness of marketing activities (b) Apply various analytics tools and techniques for marketing insight to support strategic decision making.

Learning, Teaching and Assessment Strategy

Lectures will provide information for you to build your knowledge of marketing metrics and develop critical awareness of use of marketing metrics in various marketing decision-making situations. Tutorials will provide you with opportunities to apply learning from lectures in various online and offline businesses and further develop analytical and critical evaluation skills. Formative feedback given through tutorial group work and presentations will help you to develop collaborative and presentation skills.

End-term closed book examination

Mode of Assessment

Type	Method	Description	Length	Weighting
Formative	Presentation	Presentation of the proposed marketing matrix	10 minutes	%
Summative	Examination - closed book	Closed book examination	2 hours	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.