

Module Details	
Module Title	Digital Marketing Metrics
Module Code	MAR7509-A
Academic Year	2021/2
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Lectures	12
Tutorials	12
Directed Study	76

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
<p>The module outlines the significance of selecting effective marketing metrics and employing appropriate analysis to ensure effective marketing decision making in a digital world. It provides an overview of the various marketing metrics used to determine the effectiveness of marketing activities in a contemporary environment. It examines the importance of managing marketing online and offline data to measure the effectiveness of campaigns across the marketing channels. Overall, it outlines the role of traditional marketing metrics along with the contemporary digital marketing metrics to achieve marketing insights and assists management in strategic decision making.</p>

Outline Syllabus
<p>To understand the role of marketing metrics in a contemporary digital environment. To explain various marketing metrics associated with for financial and customer value which are used for strategic decision making. To learn the use of metrics relevant to online, email & mobile, and web metrics & social media marketing. To understand the contemporary metrics used for product, portfolio management, sales force, and channel management, pricing strategy, promotion, and advertising. To outline different sources of traditional and digital data to generate marketing insights. 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.</p>

Learning Outcomes	
Outcome Number	Description
01	Metrics and Analytics 1a) Understand the role of marketing metrics. 1b) Assess appropriate sources of reliable and robust data for marketing analysis.
02	Measuring Effectiveness 2a) Understand the significance of different measurement techniques across a range of market contexts. 2b) Determine the relevant measures of marketing performance for a range of organisations.
03	Analytics for Decision Making 3a) Interpret marketing metrics to establish the effectiveness of marketing activities. 3b) 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 in a digital world and develop critical awareness of use of marketing metrics in various marketing and strategic decision-making situations (LO1, LO2, LO3). 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 (LO3). Formative feedback given in tutorials. All learning outcomes will be assessed by an individual coursework of 2000 words.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Coursework 2000 words	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.

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