

Course Description Document

Course Title	Marketing Analytics (2023-24)
Course Code	8536
Award Title	Master of Science (MSc)
Awarding Body	University of Southampton
Teaching Institution	University of Southampton
Regulated by	Office for Students
Accreditation	Association to Advance Collegiate Schools of Business (AACSB)
Regulations	The Regulations of the University are in the University Calendar. https://www.southampton.ac.uk/calendar/index.page?
Location of study	Southampton
Length of the course	12 Months
Tuition Fees	Fees for students can be located by the student fees page. https://www.southampton.ac.uk/studentservices/money-matters/student-fees/index.page

Course Overview

Marketing Analytics is an interdisciplinary domain of study that combines knowledge and understanding of the consumer behaviour with the ability to apply, analyse and interpret data. When recruiting for marketing roles, companies are increasingly looking for graduates who can combine analytical rigor with the ability to apply this knowledge creatively.

The Marketing Analytics specialization is designed to form specialists who can access, evaluate, and interpret data, translating it into useful marketing insight for the overall marketing strategy. This programme is not yet another analytical programme in business, but rather a programme focused on one of the most dynamic and requested specialized domains required on the job market.

The Marketing Analyst profile is unique: it requires knowledge in the integration of various marketing mix variables with the dynamic situation of the market; it asks for a data specialist responsible to translate the consumer behaviour and the data resulted from this behaviour online and offline. By offering meaningful insights on customers, our students and future graduates will be central to improving customer experience, enhancing the efficiency of the marketing strategy and helping key stakeholders to realistically support strategic decisions.

This MSc Marketing Analytics degree programme aims to introduce the latest developments and techniques about how to turn data into greater opportunities in the marketing area: the programme is designed to provide training and education for those who wish to understand how marketing data is collected, stored, analysed, disseminated, and interpreted in order to make sound marketing decisions.

The approach taken will prepare you for careers in customer analytics, marketing intelligence and decision-support or marketing management. After studying this programme, students will be well-equipped to work in the analytical area to draw actionable insight.

Aims of the Course

Marketing Analytics is the study of how organisations source, gather, validate, store, integrate, feed, model, analyse, visualize and interpret internal and externally generated quantitative and qualitative marketing data. The data and systems that support strategic marketing intelligence emanate from a focus upon the nature and dynamism of an organisation's target markets and how they perform in those markets. This programme aims to develop your knowledge and understanding of the variables that create strategic marketing intelligence. It provides you with education, and training in the theory and application of the principles, concepts, approaches, purpose and practice of Marketing Analytics in contemporary organisations.

The aims of the programme are to:

- Provide an appreciation of the value of the consumer insight in modern organisations and provide opportunities to understand the nature of marketing decision-making and decision support, communication, planning, problem solving and working in collaboration with people. This will be primarily set in the context of business to consumer relationships rather than in business to business relationships;
- Develop an appreciation and understanding of the range and relationship of Marketing Analytics disciplines, to help you prepare for or develop your career;
- Introduce you to, and develop a breadth of knowledge in, key Marketing Analytics disciplines such as marketing strategy, customer insight, marketing research, digital marketing analytics and various analytical techniques to create strategic marketing intelligence.
- Provide practicable training in applying the tools and techniques of key Marketing Analytics disciplines;
- Provide the opportunity to gain experience of applying the concepts and approaches learned;
- Develop your ability to undertake rigorous, independent research.

Please refer to attached learning outcomes grid (Appendix 1) for specific module outcomes. You will note that all outcomes are achieved for either the Diploma or the MSc but additional research experience will be gained through undertaking study towards the award of MSc.

Course Structure

The tables below provide a list of the modules that make up your course.

Each module is worth a specified number of credits: you can take a combination of core and compulsory modules enabling you to cover key subject knowledge. Some courses have option modules which enable you to develop your own interests.

Your programme requires a certain number of credits. The number of option modules you can take depends on the number of core and compulsory modules and this is also influenced by the requirements of the regulatory requirements for professionally accredited courses. Some courses also have pre and co-requisites, and these are included in individual module information.

Your learning will be led by the latest research, and modules can change periodically to reflect developments in the discipline. You can always find the most up-to-date information about your modules and who is teaching them via the information on our webpages and, post enrolment, via the Faculty hub.

If we have insufficient numbers of students interested in an option module, it may not be offered. If an option module will not be run, we will advise you as soon as possible and help you choose an alternative module.

The core and compulsory modules available on your course are as follows:

Part I

Typical course content

There is a range of compulsory, optional and option core modules on this MSc Marketing Analytics programme. Compulsory modules provide a balanced grounding in the skills of the Marketing discipline. Optional modules provide opportunities to broaden understanding or to specialise in specific areas, such as Media analytics, software for data, database systems. Students will be asked to choose their Option Core module towards the end of Semester 1, considering the preferred independent learning project they would choose to develop by the end of their Programme.

Information about pre and co-requisites is included in individual module profiles.

Programme details

The programme will be completed in one year. The first semester involves a taught 14 weeks long study period, followed by summative assessments. The second 14 weeks long semester allows you to focus on your preferred domain of specialization, having the possibility to choose between several optional modules for the Marketing Analytics domain. This second semester gives you a rigorous perspective on your independent learning project. The programme will be completed by the independent learning project.

The scheme of study comprising the taught programme part requires students to take taught modules totalling 60 ECTS (120 CATS), the independent learning project comprising of 30 ECTS (60 CATS). All modules are at Masters level. Option modules denoted MANG are provided by the Southampton Business School.

The programme is closely linked with other marketing programmes: MSc Digital Marketing and MSc Marketing Management. These programmes share some compulsory modules mainly about the fundamental theory and practice of marketing.

Part I Compulsory Semester 1

Code	Module Title	ECTS	Type
MANG6540	Integrated Marketing Communication Design	7.5	Compulsory
MANG6524	Marketing Analytics & Visualizations	7.5	Compulsory
MANG6572	Research Methods for Marketing	7.5	Compulsory

Part I Compulsory Semester 2

Code	Module Title	ECTS	Type
MANG6528	Digital and Media Analytics	7.5	Compulsory
MANG6573	Digital Marketing Strategy	7.5	Compulsory

Part I Optional Core

Students must choose one of the modules below (30ECTS/60CATS), once chosen the module will become core.

Code	Module Title	ECTS	Type
MANG6544	Dissertation for Marketing	30	Optional/Core
MANG6518	Marketing Practice Based Dissertation	30	Optional/Core

Part I Optional Semester 1

Must choose 7.5 ECTS/15 CATS from the following:

Code	Module Title	ECTS	Type
MANG6267	Building Customer Insight	7.5	Optional
MANG6262	Contemporary Marketing Practice: Ethics, Innovation, and Social Responsibility	7.5	Optional
MATH6182	Python for Business and Marketing	7.5	Optional

Part I Optional Semester 2

Must choose 15 ECTS/30 CATS from the following:

Code	Module Title	ECTS	Type
MANG6535	International Corporate Social Responsibility and Ethics	7.5	Optional
MANG6260	Marketing Data Science	7.5	Optional
MANG6533	Measuring Marketing Effectiveness	7.5	Optional

Learning and Teaching

Your overall workload consists of class contact hours, independent learning, and assessment activity, with each ECTS credit taken equivalent to 20 hours of student effort. While your actual contact hours may depend on the option modules you select, the information available on our webpages give an indication of how much time you will need to allocate to different activities.

When not attending lectures, seminars and other timetabled sessions you will be expected to continue learning independently through self-study. Typically, this will involve reading journal articles and books, working on individual and group projects, undertaking research in the library, preparing coursework assignments and presentations, and for other types of assessments and examinations.

Full information about contact hours is provided in individual module information.

How we'll assess you

Your course provides you with opportunities to test your understanding of the subject informally before you complete the formal assessments that count towards your module mark. Each module normally contains at least one piece of practice or formative assessment for which you receive feedback.

Formative assessments are developmental, and any results do not count towards your module mark, but they are an important part of your learning.

Summative assessments usually take place at the end of each module, although some may have interim assessments throughout. Assessment methods might include written examinations and a range of coursework assessments such as essays, reports, portfolios, performance, presentations and projects for example. The marks from summative assessments count towards your module mark.

The information available on our website gives an indication of the assessment methods used on your course.

Staff involved in delivering the different elements of the course

You will be taught by an experienced teaching team whose expertise and knowledge are closely matched to the content of the modules on your course. The team includes senior academics, professional practitioners with industry experience, demonstrators and technical officers.

Postgraduate research students who have undertaken appropriate training may also contribute to the teaching of seminars if their research specialism is directly related to the topic of the module and may also be involved in practical classes, project work and field trips. All contributions will be carried out under the supervision of the module leader.

Fees

What your fees pay for

Your tuition fees pay for the full cost of tuition and all examinations.

Extra costs you may experience

Accommodation and living costs, such as travel and food, are not included in your tuition fees.

Depending on the nature of your course, you may be able to choose modules which may have additional costs, such as field studies, travel overseas or industrial placements which will change the overall cost of your course. Details of these costs can be found in module information.

Please also ensure you read the section on additional costs in the Fees, Charges and Expenses Regulations in [Section IV](#) of the University Calendar.

The following course-related costs are not included in your fees:

Type	Details
Calculators	Where a calculator is required, all Casio Calculators are allowed but they must be Non-Programmable, Scientific models. More information is available in the Examination Regulations https://www.southampton.ac.uk/studentadmin/assessment/assessment-overview/exam-regulations.page
Stationery	You will be expected to provide your own day-to-day stationery items, e.g. pens, pencils, notebooks, etc. Any specialist stationery items that you may need will be specified in the relevant module profile.
Textbooks	Where a module specifies essential texts, the Library will identify the optimal option(s) to support the module via the course Reading List. This may include e-books (ideally with unlimited concurrent usage) or a digitised chapter extract, supported by a limited number of print books (where available). You may request that the Library purchases additional print copies via ' suggest a book ', borrow an additional copy via our inter-library-loans service or you may prefer to buy your own copies for high

	demand titles.
Printing	In most cases, written coursework such as essays and projects are submitted online. However it may be necessary to submit a hard copy of some projects, business projects and dissertations. The costs of printing a hard copy for submission of such work will be your responsibility. You will also have to cover the cost of photocopying. https://www.southampton.ac.uk/isolutions/students/printing .
Professional exams	Some modules following successful performance may include a professional accreditation that will allow you to take professional exams. You will normally be expected to cover the cost of the professional exam.

Bursaries, scholarships and other funding

We award scholarships and grants for travel, academic excellence, or to students from underrepresented backgrounds.

You may be able to get a University of Southampton bursary to help with your living costs.

If you are a care leaver or estranged from your parents, you may be able to get a specific bursary.

You may be able to get a scholarship or grant that's linked to your chosen subject area.

Financial Support

The Student Services Centre offers support and advice regarding student finances. You may be able to access our Student Support fund and other sources of financial support during your course. You can find more information about financial support via our webpages:

<https://www.southampton.ac.uk/studentservices/money-matters/student-support-fund/index.page>

Academic support

The Student Support Hub is your first point of contact when it comes to seeking support. The team will answer your questions or concerns about your wellbeing, fees and funding, accommodation and visas. The team will help make sure you receive the support you need, guiding you to further support services where required. You can find more information about student support via our webpages:

<https://www.southampton.ac.uk/studentservices/index.page>

One of the most important people you will meet while you are a student at Southampton is your Personal Academic Tutor, who will be allocated to you for your arrival at the University and who is normally a member of academic staff in your own or a closely related subject area. Your Personal Academic Tutor will offer one-to-one support and advice throughout your time at Southampton and will support you in your studies or with other issues you may have. You can find out more via our webpages:

<https://www.southampton.ac.uk/studentadmin/academic-support-guidance/personal-tutor.page>

Disclaimer

As a research-led University, we undertake a continuous review of our courses to ensure quality enhancement and to manage our resources. As a result, this course may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's course.