Programme Specification 2019/20

3634 MSc Marketing Analytics

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of study	Full time
Duration in years	1 full year (12 months) following standard progression for a FT student
Accreditation details	Advance Collegiate Schools of Business (AACSB)
Final Award	Master of Science
Name of award	Marketing Analytics
Interim Exit awards	Postgraduate Certificate and Postgraduate Diploma
FHEQ level of final award	7
UCAS code	N/A
QAA Subject Benchmark or other external reference	Masters awards in Business and Management, Marketing Analytics corresponds to the benchmarks Programme type IA Specialist (career entry)
Programme Lead	Dr Monica Mihalache
Date specification was written	14/07/2015
Date Programme was validated	14/9/2015
Date Specification last updated	27/4/2018

Programme overview

Brief outline of the programme

We are living in a "*Big Data*" world. The term "*Big Data*" refers to the large quantity of data being collected in different formats through various sources almost every second. These data are all about us and our daily life. And these data can be collected from a new or traditional source. It would be related to our social media activities, our internet browsing history, our store transaction records or our opinion in a market research study. One of the key successful factors for contemporary organisations is to turn these large volume, fast-flowing and diverse sources of data into valuable information to support their decisions.

This MSc Marketing Analytics degree programme aims to introduce the latest developments and techniques about how to turn data into greater business 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 students 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 from "*Big Data*".

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

The programme is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which is an internationally recognised award of excellence in business education.

Special features of the programme

We work closely with industry practitioners so that our students benefit from expert's real life experience as well as the latest sector trends when graduating from the programme.

Students are encouraged to join the Digital Champions programme where they are offered paid opportunities to put their digital marketing skills into practice on behalf of the University. Digital Champions have been valuable ambassadors for the School by helping staff and students to build their professional digital profiles, set up blogs, support live events, and advise on the use of social media for learning, network building and employability purposes. In addition, Digital Champions from previous years have frequently returned as guest speakers to advise current students on making the most of their time at the University and preparing for their careers.

Students are also invited to attend and contribute to the regular cutting-edge events organised by the University's Web Science Institute.

There will also be some Massive Open Online Course (MOOC) opportunities for students. For example, after excellent feedback from the October 2014 running of the Digital Marketing MOOC with nearly 15,000 learners, it is expected the Digital Marketing MOOC will be running again in the future. The introductory MSc modules will run alongside the MOOC, enhancing the learning experience for the new MSc intake by encouraging them to interact with MOOC learners from all over the world and build their learning and employability networks. There will also be opportunities for the best MSc students to gain experience as paid MOOC discussion facilitators.

Learning and teaching

Through a mixture of lectures, discussion, individual and group practical exercises which include the use of proprietary software packages (e.g. SPSS, SAS, R), workshops, case studies, seminars, reading and assessed coursework, you will gain understanding and knowledge of the techniques and approaches of Marketing Analytics.

Assessment

Some modules will involve an assessed presentation, group work and practical computer work. Most modules require a written report and the award of MSc requires a 15,000-word dissertation/project.

Educational aims of the programme

Marketing Analytics is the study of how organisations source, gather, validate, store, integrate, feed, model, analyse 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, data driven marketing decisions, customer insight, web analytics and various analytical techniques.
- 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.

Programme learning outcomes

A. Knowledge and understanding

Having successfully completed this programme you will be able to demonstrate knowledge and understanding of:

A1. The key principles, theories, frameworks and contemporary themes underpinning the practice of Marketing Analytics;
A2. The different types and roles of Marketing Analytics activities within the organisational context and within society more broadly;
A3. The complexities of collecting, integrating, processing and managing different types of data from various internal and external sources;
A4. How various models and techniques can be used as analytical tools to support marketing decisions and create strategic marketing intelligence.

Teaching and learning methods
You will gain understanding and knowledge of the techniques and approaches of Marketing Analytics through various teaching and learning methods. A1, A2 and A4 will be achieved through a series of lectures, case studies, seminars, discussions and private study, while A3 will be met though working with simulated or real-application data in computer lab sessions and individual/group practical exercises. Students will also have the opportunity to attend guest lectures given by practitioners, to also achieve A2.

Assessment methods
Every module is assessed, typically by a combination of examination and coursework, although some modules are examined by coursework alone (See Appendix 2). Some modules will have a group work element where a group mark is awarded, but the larger percentage, or all, of a module assessment will assess the individual. Many modules have a practical computer-based assignment to assess A3 and A4. A1 and A2 will be assessed through a combination of essay-based or report-based coursework, presentations, and examinations. A4 is also assessed through an individual research project.

B. Subject specific intellectual and research skills

Having successfully completed this programme you will be able to:

B1. Critically analyse, interpret, organise and present consumer or market activities data;
B2. Select and apply relevant models, tools and techniques used in Marketing Analytics for approaching a particular problem, and then reflect upon the selected approach;
B3. Think analytically, reflectively, creatively and logically, drawing on useful approaches developed in a wide range of disciplines to approach the practice of Marketing Analytics;
B4. Derive actionable insights through the results of analyses and communicate them to a non-technical audience.

Teaching and learning methods
You will learn about and practice the specific techniques and approaches of Marketing Analytics through various teaching and learning methods. B1, B2 and B4 will be achieved through a mixture of lectures, individual and group practical exercises, computer labs, case studies, and private studies. B3 is developed in most modules, through exercises, case studies, coursework, and discussion groups, and principally through an individual dissertation project.

Assessment methods
Your ability to apply the skills you have learnt is assessed by a wide range of assessment methods. Many modules have a practical computer-based assignment to assess B1-B4. To assess the presentation and communication skills to different audience in B1 and B4, students will also be assessed through presentations and examinations. B3 is also assessed through an individual research project.

C. Transferable and generic skills

Having successfully completed this programme you will be able to:

C1. Communicate ideas and arguments fluently and effectively in a variety of written formats;
C2. Communicate ideas and arguments orally and through formal presentations;
C3. Work effectively in a team and recognise problems associated with team working;
C4. Manage yourself, time and resources effectively;
C5. Use computing and IT resources effectively;
C6. Demonstrate confidence in your own ability to learn new concepts.

Teaching and learning methods
Most modules develop some combination of the above key skills. The dissertation involves creativity, information acquisition, assessment skills and significant report writing skills.

Assessment methods
Some modules will involve an assessed presentation, group work and practical computer work. Most modules require a written report and the award of MSc requires a 15,000-word dissertation/project. The assessed work for many modules and the dissertation/project will require the use of library resources.

D. Subject specific practical skills

On successful completion of the programme, you will be able to:

D1. gain relevant and up-to-date knowledge of Marketing Analytics techniques and skills;
D2. develop your modelling, technical and analytical skills, consultancy and business awareness skills;
D3. apply the methods, techniques and skills learned in the taught part of the programme to a research based dissertation or to a real-application based business project.

Postgraduate Certificate learning outcomes

Having successfully completed the PG Certificate you will be able to demonstrate:

- An overview of the key principles, theories, frameworks and contemporary themes underpinning the practice of Marketing Analytics;
- An outline appreciation of the different types and roles of Marketing Analytics activities within the organisational context and within society more broadly;
- An understanding of the complexities of collecting, integrating, processing and managing different types of data from various internal and external sources;
- An appreciation of how various models and techniques can be used as analytical tools to support marketing decisions and create strategic marketing intelligence.

You should be aware that as the PG Certificate is based on the attainment of credit rather than on passing specific modules you will be able to demonstrate the specific learning outcomes relating to the modules which you have passed.

Postgraduate Diploma learning outcomes

Having successfully completed the PG Diploma you will be able to demonstrate:

- A more comprehensive overview of the key principles, theories, frameworks and contemporary themes underpinning the practice of Marketing Analytics;
- A reasonably detailed appreciation of the different types and roles of Marketing Analytics activities within the organisational context and within society more broadly;
- A more comprehensive understanding of the complexities of collecting, integrating, processing and managing different types of data from various internal and external sources;
- A more thorough appreciation of how various models and techniques can be used as analytical tools to support marketing decisions and create strategic marketing intelligence.

You should be aware that as the PG Diploma is based on the attainment of credit rather than on passing specific modules you will be able to demonstrate the specific learning outcomes relating to the modules which you have passed.

Programme structure

Typical course content

There is a range of compulsory and optional modules on this MSc Marketing Analytics programme. Compulsory modules provide a balanced grounding in the skills of the discipline. Optional modules provide opportunities to broaden understanding or to specialise in specific areas, such as luxury marketing, project management, revenue management, data protection law or forecasting.

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

Programme details

The programme will be completed in one year. The first nine months of the programme involves taught study, divided into two fourteen week semesters, each followed by examinations. It is then followed by three months of work on a dissertation. In the following description, the term "module" is taken to mean a discrete component of the programme with its own learning outcomes and assessment requirements.

The scheme of study comprising the taught programme part requires students to take taught modules totalling 60 ECTS (120 CATS). Individual modules are rated either as 3.75 ECTS (7.5 CATS) or 7.5 ECTS (15 CATS). The programme comprises nine compulsory taught modules totalling 48.75 ECTS (97.5 CATS) and option modules totalling 11.75 ECTS (22.5 CATS). All modules are at Masters level. Option modules denoted MANG are provided by the Business School, those denoted LAW by the Law School, and those denoted MATH by the Operational Research group in Mathematical Sciences. Due to timetabling restrictions, not all combinations of these options may be available in any given year.

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

Where optional modules have been specified, the following is an indicative list of available optional modules, which are subject to change each academic year. Please note in some instances modules have limited spaces available.

Summary structure of the programme

See Appendix 3

Assessment mapping

See Appendix 2

Additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. Costs that students registered for this programme typically also have to pay for are included in **Appendix 4.**

Progression requirements

The programme follows the University's regulations for **Progression, Determination and Classification of Results: Standalone Masters programmes** as set out in the University Calendar.

Intermediate exit points

You will be eligible for an interim exit award if you complete part of the programme but not all of it, as follows:

Qualification	Minimum overall credit in ECTS/CATS credits	Minimum ECTS/CATS credits required at level of award
Postgraduate Diploma	at least 60/120	45/90
Postgraduate Certificate	at least 30/60	20/40

Support for student learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:

- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia)
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career Destinations, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls (18.00-08.00)
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Union Southampton provides

- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; Union Southampton provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

Associated with your programme you will be able to access:

- a dedicated study skills development induction programme for new entrants in their first week, including a library tour.
- a personal tutor
- programme handbooks
- module support material (increasingly in electronic form).
- module support material (increasingly in electronic form).

Methods for evaluating the quality of teaching and learning

You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation surveys for each module of the programme
- Acting as a student representative on various committees, e.g. Staff: Student Liaison Committees, Faculty Programmes Committee OR providing comments to your student representative to feedback on your behalf.
- Serving as a student representative on Faculty Scrutiny Groups for programme validation
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group

The ways in which the quality of your programme is checked, both inside and outside the University, are:

- Regular module and programme reports which are monitored by the Faculty
- Programme validation, normally every five years.
- External examiners, who produce an annual report
- A national Research Assessment Exercise (our research activity contributes directly to the quality of your learning experience)
- Higher Education Review by the Quality Assurance Agency for Higher Education

Career opportunities

According to a study conducted by SAS and e-skills UK, there will be an increasing demand on the number of data specialist. Choosing to study in such an expanding subject area will open a broad range of career paths to students. The majority of graduates from this programme will be working in the analytical area. Job titles include: Marketing Analyst, Market Research Analyst, Digital Insight Analyst, Decision Support Consultants, Data Scientist, Data Analyst, Data Specialist, Analyst, Customer Relationship Management (CRM) Analyst, Credit Risk Analyst, etc.

External Examiner(s) for the programme

Name: Dr Isabella Chaney   **Institution**: Royal Holloway University

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their personal tutor in the first instance.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook (or other appropriate guide) or online at https://www.sbs.ac.uk/

Please note: As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme 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 programme.

Programmes and major changes to programmes are approved through the University's programme validation process which is described in the University's Quality handbook.

Revision History

1.   Validated 14/9/2015
2.   Transferred to new template 21/09/15
3.   Transferred to new template 14/03/17
4.   Removed Admissions information 27/4/2018

Appendix 1

3634 MSc Marketing Analytics programme learning outcomes to core and compulsory modules

Core = (Cr), Optional Core = (OCr), Compulsory = (Cm)

Modules	Knowledge and understanding				Subject Specific Intellectual and Research Skills				Transferable and Generic Skills						Subject Specific Practical Skills		
	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	C5	C6	D1	D2	D3
MANG6262 Marketing in the 21st Century (Cm)	X	X				X	X		X	X		X	X	X		X	
MANG6267 Building Customer Insight (Cm)	X	X		X		X	X		X	X	X	X	X	X		X	
MANG6329 Data Analytics (Cm)	X		X	X	X		X		X	X	X	X	X	X		X	
MANG6331 Text Mining and Social Network Analytics (Cm)	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	
MANG6330 Designing and Managing Research Projects (Cm)	X		X	X	X	X	X		X	X		X	X	X		X	
MANG6233 Web Analytics (Cm)		X	X		X	X	X	X	X	X		X	X	X	X	X	
MANG6054 Credit Scoring and Data Mining (Cm)		X	X	X	X	X	X	X	X	X		X	X	X	X	X	
MANG6260 Using Big Data for Consultancy (Cm)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
MANG6095 Dissertation (Cr)	X	X	X	X	X	X	X	X	X			X	X	X	x	X	X

Appendix 2

3634 MSc Marketing Analytics assessment mapping document -core and compulsory modules only
Core = (Cr), Optional Core = (OCr), Compulsory = (Cm)

Module Code	Module Title	Core / Compulsory	Assessment 1	Assessment 2
MANG6262	Marketing in the 21st Century	Compulsory	Multiple entries for a personal marketing blog or video blog – 100%	
MANG6267	Building Customer Insight	Compulsory	Group presentation – 30%	Exam 2 hours – 70%
MANG6329	Data Analytics	Compulsory	Group Coursework 2500 words – 50%	Exam 2 hours – 50%
MANG6331	Text Mining and Social Network Analytics	Compulsory	Coursework 2000 words – 100%	
MANG6330	Designing and Managing Research Projects	Compulsory	Coursework 3000 words – 100%	
MANG6233	Web Analytics	Compulsory	Project 2000 words – 100%	
MANG6054	Credit Scoring and Data Mining	Compulsory	Coursework 2000 words – 100%	
MANG6260	Using Big Data for Consultancy	Compulsory	Group presentation – 30%	Report (2500 words) – 70%
MANG6095	Dissertation	Core	Dissertation 15000 words – 100%	

Appendix 3

3634 MSc Marketing Analytics programme structure

Students can choose one Option Modules [3.75 ECTS/7.5 CATS] in Semester 1 and [7.5 ECTS/15 CATS] in Semester 2.

Semester 1				Semester 2			
Modules	ECTS	CATS	Core, Compulsory or Option	**Modules**	ECTS	CATS	Core, Compulsory or Option
MANG6262 Marketing in the 21st Century	7.5	15	Comp	MANG6095 Dissertation	30	60	Core
MANG6267 Building Customer Insight	7.5	15	Comp	MANG6054 Credit Scoring & Data Mining	3.75	7.5	Comp
MANG6329 Data Analytics	7.5	15	Comp	MANG6233 Web Analytics	3.75	7.5	Comp
MANG6331 Text Mining and Social Network Analytics	3.75	7.5	Comp	MANG6260 Using Big Data for Consultancy	7.5	15	Comp
MANG6045 Consultancy Skills	3.75	7.5	Option	MANG6330 Designing and Managing Research Projects	7.5	15	Comp
MANG6333 Luxury Marketing	3.75	7.5	Option	MANG6231 Software for Data Analysis and Modelling	3.75	7.5	Option
MANG6334 Strategic Brand Management	3.75	7.5	Option	MANG6293 Project Management	3.75	7.5	Option
				MANG6332 Digital Marketing	3.75	7.5	Option
				MATH6011 Forecasting	3.75	7.5	Option
				MATH6146 Revenue Management	3.75	7.5	Option
				LAWS6141 Internet Intermediaries and Data Protection Law (Not Running 2018/19)	7.5	15	Option

Appendix 4

3634 MSc Marketing Analytics additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme typically also have to pay for the items listed in the table below.

In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at www.calendar.soton.ac.uk.

Main Item	Sub-section	PROGRAMME SPECIFIC COSTS
Approved Calculators		Candidates may use calculators in the examination room only as specified by the University and as permitted by the rubric of individual examination papers. The University approved models are Casio FX-570 and Casio FX-85GT Plus. These may be purchased from any source and no longer need to carry the University logo.
Stationery		You will be expected to provide your own day-to-day stationary items, e.g. pens, pencils, notebooks, etc.). Any specialist stationery items will be specified under the Additional Costs tab of the relevant module profile.
Textbooks		Where a module specifies core texts these should generally be available on the reserve list in the library. However due to demand, students may prefer to buy their own copies. These can be purchased from any source. Some modules suggest reading texts as **optional** background reading. The library may hold copies of such texts, or alternatively you may wish to purchase your own copies. Although not essential reading, you may benefit from the additional reading materials for the module.
Printing and Photocopying Costs		In most cases, written coursework such as essays; projects; dissertations are submitted online and by hard copy. The costs of printing a hard copy for submission of such coursework will be the responsibility of the student. The cost of photocopying will also be the responsibility of the student. https://www.southampton.ac.uk/isolutions/students/printing
Professional Exams		After completing the taught part of the programme, students will have the capability to undertake some professional exams (e.g. SAS Certified Base Programmer, etc.). It is students' decision to take these exams or not.