**CBN COLLABORATIVE POSTGRADAUTE PROGRAMME**

**UNIVERSITY OF IBADAN SCHOOL OF BUSINESS**

**MARKETING ANALYTICS AND COMMUNICATION**

**MODULE SPECIFICATION**

**Last Updated 14/12/2019**

1. **Module Title:** Marketing Analytics and Communications
2. **Module Code: MBC 726**
3. **Number of credits: 3**
4. **Level:** MBA
5. **Semester: 2**
6. **Pre-requisites for admission to the module (if any)**None
7. **Module Coordinator**
8. **Aims**

Upon completion of the course, students are expected to:

* 1. Understand the fundamental and processes involved in the marketing analytics and communication systematically.
  2. Understand the strategic role of marketing analytics.
  3. Apply the fundamental and methods of Marketing Analytics and Communications widely and practically in conjunction with the other business functions.
  4. Understand the contribution of Marketing Analytics and Communications ideas in the context of globalization businesses.

1. **Summary of Content**

Organizations are fast changing more than ever in the ways and manners they gather large quantities of data about customers as well as customers’ behavior. This trend has created a significant demand for marketing and communication analysts who are well grounded in the areas of business training, analytical methods, and technology. Also, the emergence and acceptance of technology such as social media is drastically changing the traditional form of interacting and engaging customers that many organizations had stuck to for long. Marketing Analytics and Communications will provide the students with the requisite knowledge to be forward-thinking marketing specialists who can convert data of any form into insights, transform information into communication, and translate marketing analytics into competitive advantage that is capable of engineering business success to the next economy.

Rapid changes in technology have posed numerous opportunities and challenges which have resulted in enhancement of marketing analytics and communications through the emergence and application of new, technology, techniques, and innovation. Hence, analyzing data and communicating the result for effective and efficient marketing decision is paramount in order to achieve business success in this global competitive environment. Marketing Analytics and Communications leads the way for the organizations to achieve its goals and making optimal marketing decision with minimum effort. Hence the study of the subject at postgraduate level has more significance. In this module, students will have exposure to the fundamental and applications marketing and communication analytic in any sector of interest. The course covers the main areas of (1) introduction to effective business communication, (2) introduction to psychology of communication, (3) modern and emerging forms of interaction, (4) media planning, (5) measuring the impact of communication, (6) variety of media outreach, (7) customer value creation, (8) marketing analytics for competitive advantage (9) Communication Style Overview (10) Verbal Communication (11) Nonverbal Communication (12) Group Communication (13) Communication Technology (14) Obstacles to effective Communication

1. **Module Intended Learning Outcomes (MILOs)**

**Upon successful completion of this module, students will be able to:**

|  |  |  |
| --- | --- | --- |
| **No.** | **Milos** | **Weighting (%)** |
| **1** | Explain the difference between communication and effective business communication and state the importance of effective business communication | **Refer to no.15** |
| **2** | Identify some of the major theories of communication psychology and theories of consumer behaviour |
| **3** | List modern and emerging forms of marketing communication/interaction. |
| **4** | Ability to prepare acceptable marketing budget and state some objectives of marketing communication, as well as listing some ethics of media planning. |
| **5** | Explain the perceived impact of marketing communication. |
| **6** | List different types of marketing outreach |
| **7** | Explain the concept of customer value creation |
| **8** | Explain how marketing analytics could be of competitive advantage to organizations |

**Teaching and Learning Activities (TLAs)**

|  |  |  |  |
| --- | --- | --- | --- |
| **MILO No.** | **TLAs** | **Functions** | **Hours/Week** |
| 1,2,3,4,5,6,7,8 | Lectures and materials | Course instructors will introduce, with appropriate audio-visual materials, the critical concepts of Marketing Analytics and Communications through lectures. | **3hours** |
| 1,2,3,4,5,6,7,8 | Tutorials (Case study, Group Discussion, Quizzes, presentations, peer review, role play) | Tutorial sessions will introduce experiential forms of learning activities such as case studies, group discussion, presentations, peer review, quizzes and role play. Emphasis placed on more in-depth learning of the processes, tools, and techniques in Marketing Analytics | **3 hours** |

1. **Assessments Tasks/Activities**

|  |  |  |  |
| --- | --- | --- | --- |
| **MILO No.** | **Type of assessment tasks/activities** | **Weighting**  **(if applicable)** | **Remarks** |
| 1,2,3,4,5,6,7,8 | **Examination**  Students are required to participate in a three-hour examination to test their acquisitions of concepts and knowledge. | 50% |  |
| 1,2,3,4,5,6,7,8 | **Written Test/Quizzes**  1-hour written test/Pop Quizzes | 20% | Week 7/On Going basis |
| 1,2,3,4,5,6,7,8 | **Assignments**  Assessment is comprising group work assignment and individual assignment. | 30% | Case study analysis and Report type organizational analysis on Marketing Analytics and Communication |

1. **Attendance Requirements  
   Students are required to attend all tutorials and lectures and laboratory sessions (if any),**
2. **Contribution to Programme Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **No** | **PILOs** | **MILO No** |
| **1** | Demonstrate understanding of managing technology within organization to support marketing analytics and communications | **1,2** |
| **2** | Apply knowledge of analytical and communication innovatively in solving organizational problems | **2,3,4,5,6,7,8** |
| **3** | Able to manage effective transition of traditional marketing analytics and business communications processes into technology-based solutions | **2,3,4,5,6,7,8** |
| **4** | Demonstrate marketing analytics and communications research skills | **3** |
| **5** | Able to recognize and analyze business data for optimal marketing decision making and opportunities | **2** |
| **6** | Demonstrate independent and life-long learning skills | **1,2,3,4,5** |
| **7** | Able to work collaboratively and assume different roles in a team to solve problems and make decisions to achieve common goals | **1,2,3,4,5** |
| **8** | Able to lead using the acquired knowledge of leadership skills | **1,2,3,4,5** |
| **9** | Demonstrate professional ethics and practices and moral responsibility towards the environment and the society | **1,2,3,4,5** |

1. **Grading of Student Achievement**

|  |  |  |  |
| --- | --- | --- | --- |
| **Letter Grade** | **% Mark** | **Grade Definitions** | **Remarks** |
| A+  A  A- | 90-100  85-89  80-84 | **Excellent** | Demonstrate excellent understanding of the subject matters. |
| B+  B  B- | 75-79  70-74  65-69 | **Good** | Demonstrate a good understanding of the subject matters, though missing some of the points. |
| C+  C  C- | 60-64  55-59  50-54 | **Adequate** | Demonstrate an adequate understanding of the core of the subject matters. |
| D+  D | 45-49  40-44 | **Marginal** | Demonstrate a limited understanding of the subject matter and can only recall limited content. |
| F (Fail) | <40% | **Fail** | Demonstrate a wrong understanding of the subject matter. |

1. **Resources**

**Suggested primary texts**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Name of Author(s)** | **Year of Publication** | **Title of Book** | **Edition** | **Publisher’s Name** | **ISBN** |
| **1** | **Mike Grigsby** | **2018** | **Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques** | **Second Edition** | Kogan Page | **ISBN: 0749482168** |
| **2** | **Natalie Mizik**  **and**  **Dominique M. Hanssens** | **2019** | **Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support (Research Handbooks in Business and Management)** |  | **Edward Elgar Pub** | **ISBN-178990420X** |

**Suggested secondary texts**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Name of Author(s)** | **Year of Publication** | **Title of Book** | **Edition** | **Publisher’s Name** | **ISBN** |
| **1** | [Chuck Hemann](https://www.amazon.com/Chuck-Hemann/e/B00CH059IO?ref_=dbs_p_pbk_r00_abau_000000)  and  [Ken Burbary](https://www.amazon.com/Ken-Burbary/e/B00BFW3054?ref_=dbs_p_pbk_r00_abau_000000) | **2013** | **Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World: Making Sense of Consumer Data in a Digital World** | **2th Edition** | Que Publishing | 0789759608 |
| **2** | **PR Smith** and  **Ze Zook** | **2016** | **Marketing Communications: Offline and Online Integration, Engagement and Analytics** | **6th Edition** | **Kogan Page** | **0749473401** |
| **3** | [Ryan Deiss](https://www.amazon.com/Ryan-Deiss/e/B00VAPOJGA/ref=dp_byline_cont_book_1)  And  [Russ Henneberry](https://www.amazon.com/Russ-Henneberry/e/B01MS9AUJN/ref=dp_byline_cont_book_2) | **2017** | ***Digital Marketing For Dummies (For Dummies (Business & Personal Finance*** | *1sth Edition* | For Dummies | **ISBN:** 1119235596 |
| **4** | **Arvind Sathi** | **2014** | **Engaging Customers Using Big Data: How Marketing Analytics Are Transforming Business**  , | 2014 Edition | Palgrave Macmillan | 1137386185 |
| **5** | [Jerome M. Juska](https://www.amazon.com/Jerome-M-Juska/e/B07C659SRL/ref=dp_byline_cont_ebooks_1) | **2017** | *Integrated Marketing Communication: Advertising and Promotion in a Digital World* | **1st Edition** | Routledge | 1138695440 |

**Suggested Journals**

* Asia-Australia Marketing Journal
* Australasian Marketing Journal (AMJ)
* Handbook of the Economics of Marketing
* Industrial Marketing Management
* International Journal of Research in Marketing
* Journal of Destination Marketing & Management
* Journal of Direct Marketing
* Journal of Interactive Marketing
* Organizational Behavior and Human Decision Processes
* Organizational Behavior and Human Performance
* Organizational Dynamics
* Research in Organizational Behavior

**Facilities Requirements**

A lecture room with appropriate teaching and lab (if any) facilities