

MKTG 1011 FUNDAMENTALS OF MARKETING ANALYTICS

Credit Points 10

Legacy Code 201085

Coordinator Francine Garlin ([https://directory.westernsydney.edu.au/search/name/Francine Garlin/](https://directory.westernsydney.edu.au/search/name/Francine%20Garlin/))

Description The unit introduces students to the core concepts associated with business analytics in general, and marketing analytics in particular. The unit aims to provide students foundational knowledge of the range of marketing problems for which business analytics can facilitate solutions. In doing so, the unit focuses on developing an understanding of the nature and tools of analytics as they may apply to key elements of marketing strategy frameworks from a largely non-mathematical/non-statistical perspective.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Co-requisite(s) MKTG 1006

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Distinguish the key concepts and techniques of business analytics with related fields, such as business intelligence, big data, market research, artificial intelligence and machine /deep learning.
2. Provide advice on appropriate business analytics data, tools and techniques to address specific marketing problems and insights about customers
3. Use analytic tools to perform simple analysis and data visualisation functions
4. Explain the central importance of customer value and valuing the customer to an organisational success
5. Communicate data-driven insights for marketing action to diverse others
6. Work collaboratively in teams

Subject Content

1. Overview of business analytics and marketing practice
2. The nature of data and models
3. Understanding customers through the lens of analytics
4. Tools for analytics in marketing mix decision-making
5. The question of ethics and analytics
6. Maintaining currency and monitoring trends

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Intra-Session Exam	1 hour	35	N	Individual
Practical	2,000 word equivalency	35	N	Individual
Online Portfolio	4,000 word equivalency	30	N	Group

Teaching Periods

Spring Campbelltown Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1011_22-SPR_CA_D#subjects)

Parramatta City - Macquarie St Evening

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Day

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WSU Online TRI-3 Wsu Online

Online

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