MKTG 1012 FUNDAMENTALS OF MARKETING ANALYTICS (WSTC)

Credit Points 10

Legacy Code 700331

Coordinator Bader Unnisa Mehdi (https://directory.westernsydney.edu.au/search/name/Bader Unnisa Mehdi/)

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

Pre-requisite(s) Students enrolled in 7102 Diploma in Business Extended must pass 40 credit points from the preparatory units listed in the course structure prior to enrolling in this University level unit

Co-requisite(s) MKTG 1008

Equivalent Subjects MKTG 1011 Fundamentals of Marketing Analytics

Restrictions Students must be enrolled in 6037 Diploma in Business/ Bachelor of Business, 7100 Diploma in Business Fast Track, 7102 Diploma in Business Extended or 7177 Diploma in Business.

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. 3Use 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

Overview of business analytics and marketing practice
The nature of data and models
Understanding customers through the lens of analytics
Tools for analytics in marketing mix decision-making
The question of ethics and analytics
Maintaining currency and monitoring trends.
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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
Quiz	30 minutes	10	N	Individual
Intra-session Exam	1 hour	25	N	Individual
Simulation	3000 word equivalency per group	30	N	Group
Portfolio	1200 words	35	N	Individual

Teaching Periods

Term 3

Bankstown
Day
Subject Contact Bader Unnisa Mehdi (https://directory.westernsydney.edu.au/search/name/Bader Unnisa Mehdi/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1012_22-T3_BA_D#subjects)

Parramatta City - Macquarie St
Day
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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG1012_22-T3_PC_D#subjects)