

Programme Specification: Data and Marketing Analytics MSc

Course record information

Name and level of final award	<ul style="list-style-type: none">• Master of Science - Data and Marketing Analytics The award is Bologna FQ-EHEA second cycle degree or diploma compatible
Name and level of intermediate awards	<ul style="list-style-type: none">• Postgraduate Diploma (Pg Dip) - Data and Marketing Analytics• Postgraduate Certificate (Pg Cert) - Data and Marketing Analytics
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Central London
Language of delivery and assessment	English
QAA subject benchmarking group(s)	QAA Business and Management
Professional statutory or regulatory body	
Westminster course title, mode of attendance and standard length	<ul style="list-style-type: none">• Data and Marketing Analytics, Full-time, September or January start - 1 year standard length
Valid for cohorts	From 2024/5

Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/courses/postgraduate/how-to-apply>.

Aims of the programme

The aim of the MSc Data and Marketing Analytics programme is to empower students with the tools and knowledge to navigate the dynamic landscape of marketing in the digital age where data-driven decision-making has become the catalyst for driving marketing success. The course aims to provide students with a comprehensive understanding of the principles, methods, and applications of data analytics in the field of marketing where student skills in leveraging data-driven insights to implement marketing strategies and to enhance decision-making in complex and evolving environments, will be built. By combining marketing knowledge with analytical capabilities, the programme prepares students to navigate the complex landscape of modern marketing, where data plays a vital role in understanding consumer behaviour, optimising marketing strategies, and gaining a competitive advantage. The programme also seeks to foster an inclusive and equitable future in the field of data and marketing analytics where our taught subjects embed the principles of diversity, equity and inclusion, enabling our students to drive meaningful change and to create marketing strategies that resonate with diverse audiences and that respect sustainability.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

The MSc Data and Marketing Analytics programme at the University of Westminster is designed to cultivate highly employable graduates by integrating career development skills into the curriculum. The programme incorporates various elements that aid in employability:

- **Practical Experience:** Students have opportunities for part-time work, placements, and work-related learning activities, allowing them to apply their knowledge in real-world settings and gain hands-on experience in the field of data and marketing analytics.
- **Industry Partnerships:** The University maintains strong partnerships with employers across sectors, involving them in curriculum design and actively engaging them in career education and guidance initiatives. This collaboration ensures that the programme remains aligned with industry needs and provides students with industry-relevant skills.
- **Market-Relevant Insights:** The programme stays updated on current labour market trends and employers' expectations. This ensures that students receive valuable insights that inform their career preparation, making them better equipped to meet the demands of the job market.

By combining academic qualifications with practical experience, industry partnerships, and market-relevant insights, the MSc Data and Marketing Analytics programme at the University of Westminster equips graduates with the academic qualifications and practical competencies sought after by organisations today. This commitment to enhancing employability skills reflects the university's dedication to preparing graduates for successful careers in the data and marketing analytics field.

Careers

Graduates of an MSc programme in Data & Marketing Analytics can pursue various rewarding career paths that require a combination of marketing knowledge and data analysis skills. Here are some potential careers for graduates:

- **Marketing Analyst:** Graduates can work as marketing analysts, where they analyse market trends, consumer behaviour data, and campaign performance to provide insights and recommendations for marketing strategies.
- **Data Analyst:** Graduates can work as data analysts, where they will be responsible for collecting, cleaning, and analysing marketing data to identify patterns, trends, and customer insights.
- **Digital Marketing Specialist:** With their expertise in data and marketing analytics, graduates can work as digital marketing specialists who leverage data analysis techniques to optimise digital marketing campaigns, track website performance, analyse user behaviour, and make data-driven decisions to improve online marketing efforts.
- **Market Researcher:** Graduates can pursue careers as market researchers, where they conduct research studies to gather data on consumer preferences, market trends, and competitive analysis.
- **Customer Insights Analyst:** Graduates can work as customer insights analysts, focusing on understanding customer behaviour by analysing customer data, conduct segmentation analysis, and identify opportunities for personalisation and customer relationship management (CRM) strategies.
- **Marketing Consultant:** Graduates can become marketing consultants, offering their expertise in data-driven marketing strategies to businesses.
- **Marketing Manager:** Graduates can pursue marketing management roles, where they oversee marketing activities and make data-informed decisions.
- **Business Intelligence Analyst:** Graduates can work as business intelligence analysts, focusing on data analysis to drive overall business performance using data from various sources to identify trends, forecast market opportunities, and support strategic decision-making.
- **Data-driven Entrepreneur:** Graduates can leverage their skills to start their own data-driven marketing ventures, such as marketing analytics agencies or data-driven marketing platforms.

These are just a few examples, and the field of data-driven marketing offers a wide range of career opportunities.

Graduates can find employment in various industries, including retail, e-commerce, advertising, technology, consulting, and more.

The teaching team also works closely with industry partners in the delivery of modules, for example, through guest lectures, real-world learning activities and assessment briefs. Westminster Business School offers a range of field trips and experiential learning opportunities which will not only develop your specialist skills but will give you an opportunity to network with future employers.

What will you be expected to achieve?

Course learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning.

These are threshold statements of achievement the learning outcomes broadly fall into four categories:

The overall knowledge and understanding you will gain from your course (KU)

Graduate attributes are characteristics that you will have developed during the duration of your course (GA)

Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)

Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Level 7 course learning outcomes: upon completion of Level 7 you will be able to:

- 7.01 Critically analyse and evaluate marketing challenges and opportunities through the lens of data analytics, demonstrating a comprehensive understanding of the strategic role of data in marketing decision-making. (CS)
- 7.02 Demonstrate advanced proficiency in using a wide range of data analytics tools and techniques to collect, clean, analyze, and interpret large and complex datasets, enabling data-driven insights for marketing strategy formulation and execution in a variety of unpredictable contexts. (SS)
- 7.03 Apply advanced statistical and quantitative methods to extract meaningful insights from marketing data, including regression analysis, clustering techniques, and predictive modeling, to inform strategic marketing decisions. (SS)
- 7.04 Evaluate and select appropriate data visualization techniques and storytelling principles to effectively communicate marketing insights derived from data analysis, employing appropriate visual representations and narrative structures. (SS)
- 7.05 Critically assess ethical considerations related to data collection, usage, and privacy in marketing analytics, ensuring compliance with legal and industry standards, and demonstrating a strong understanding of the ethical implications at stake. (KU)
- 7.06 Create and implement comprehensive marketing research strategies, utilizing data analytics methodologies to design and conduct primary and secondary research studies that address marketing challenges and drive strategic decision-making. (KU)
- 7.07 Critically evaluate the strategic implications of emerging trends and technologies in data and marketing analytics, including artificial intelligence, machine learning, and automation, and assess their potential impact on marketing strategy and customer engagement (KU)
- 7.08 Critique and use marketing analytics insights in creating comprehensive marketing strategies, demonstrating a holistic approach that aligns data-driven decision-making with broader marketing objectives and organizational goals. (KU)
- 7.09 Demonstrate a socially conscious view of the rapidly evolving digital landscape and internationally complex environment whereby students approach data and marketing strategy for a more sustainable and equitable world. (PPP)

How will you learn?

Learning methods

The MSc Data and Marketing Analytics programme adopts a holistic approach to learning and teaching, aiming to support students in achieving the intended learning outcomes. The course team employs a blended delivery approach to ensure an inclusive and accessible learning experience. This approach combines various methods, providing flexibility to accommodate individual needs. For example, we incorporate face-to-face lectures and discussions to facilitate interactive learning and foster engagement amongst students. Simultaneously, we utilise online platforms and resources to support self-paced learning, allowing students to access course materials at their convenience. Additionally, we offer office hours and discussion forums to promote active participation and provide opportunities for students to seek clarification and engage in peer-to-peer learning. By combining these approaches, we create a flexible and inclusive learning environment that caters to the diverse needs of all learners. While fostering students as independent learners, we ensure that the learning experience remains stimulating and challenging. Assessments within the programme are designed to reflect real-world scenarios, encompassing social, cultural, and global relevance, while also considering the diverse identities of learners. This approach creates an inclusive and dynamic learning environment that prepares students to thrive in the complex landscape of data and marketing analytics, promoting both academic excellence and practical applicability.

We emphasise the integration of theory and practice to enhance learning experience. You will have opportunities to reflect on your current and past experiences, allowing you to gain insights and plan for future endeavours. By combining theoretical knowledge with practical applications, you will develop a deeper understanding of your own practice as well as industry practices. We strongly believe in experiential learning, and assignments may involve applying your knowledge and skills within real-world organisational contexts through work-based learning initiatives. The final major project serves as a culmination of your learning journey, bringing together theory and practice in a comprehensive project. Additionally, other modules may also involve significant integrative work, providing you with additional opportunities to apply and synthesise your knowledge and skills across various contexts. This approach ensures that you graduate with a well-rounded understanding of the subject matter and are well-prepared to make meaningful contributions in the field of data and marketing analytics.

Equality, Diversity and Inclusion (EDI)

The course team of the MSc Data and Marketing Analytics programme is deeply committed to the process of decolonising and diversifying the curriculum and teaching practices. We adopt an inclusive approach to learning, teaching, and assessment, incorporating a wide range of contexts and practical examples to promote inclusivity. The course team follows the University's dedication to equality and diversity, our inclusion strategy ensures an environment that anticipates the diverse needs of learners and strives to provide equal educational opportunities for all students. As part of this approach, modules such as data visualisation and storytelling, artificial intelligence in marketing and corporate digital responsibility specifically require students to consider EDI and decolonisation in the data and analytics landscape.

Practically, our approach encompasses three key principles. Firstly, we aim to develop an accessible curriculum that caters to the needs of all learners, eliminating barriers to learning and ensuring equal access for individuals with varying requirements. To achieve our goal of developing an accessible curriculum, we implement various strategies to cater to the needs of all learners and ensure equal access for individuals with varying requirements. We provide multiple modes of content delivery, such as written materials, audio recordings, and visual aids, to accommodate different learning styles. Additionally, we offer flexibility in assessments, allowing students to choose formats that suit their abilities. For instance, providing options for written essays, presentations, or multimedia projects. We also prioritise inclusive design principles, ensuring that course materials are accessible for individuals with disabilities, such as providing captions for videos and using readable fonts and colour schemes. By implementing these practices, we aim to create an inclusive learning environment where all students can thrive and succeed. Secondly, we actively seek to reflect the multi-faceted communities and perspectives within our learning materials and assessments. By incorporating diverse voices and experiences, we promote a more comprehensive understanding of the subject matter. Lastly, we equip students with the skills necessary to thrive in a changing and diverse world. This includes fostering cultural competency, promoting inclusivity, and enabling students to navigate different contexts with confidence.

Teaching methods

The MSc Data and Marketing Analytics programme employs a range of effective teaching methods to provide students with a comprehensive and engaging learning experience. The programme is highly focused on preparing you for your future career, with a curriculum that emphasises practical application in an industry context. The course utilises a variety of teaching methods, including lectures, seminars, workshops, and tutorials to facilitate effective learning. To enhance flexibility and accessibility, digital media and technology are integrated into the learning process, allowing students to have the opportunity to embrace both synchronous and asynchronous learning. Course materials are available in various formats through the virtual learning environment, course website, and social media channels dedicated to the course.

Through lectures, students gain a solid understanding of theoretical concepts and industry best practices. Practical workshops enable hands-on application of knowledge and the use of analytical tools. Case studies present real-world scenarios for analysis and decision-making. Collaborative group projects foster teamwork and critical thinking. Guest lectures and industry speakers provide valuable insights and keep students up to date on industry trends. Work-based

learning opportunities allow students to apply their skills in real-world settings and build connections. Online resources and virtual learning platforms offer flexibility and support remote access to course materials. By integrating these teaching methods, the programme ensures students develop a well-rounded skill set, combining theoretical knowledge with practical application, and are prepared for success in the dynamic field of data and marketing analytics.

Embracing the increasing prevalence of Generative AI, the course team is strategically integrating these technologies into pedagogical approaches. They plan to utilise Generative AI to thoroughly craft dynamic case studies and stimulate critical thinking amongst students. The implementation of adaptive quizzes guarantees comprehensive assessments, precisely tailored to individual proficiency levels. Additionally, recap sessions are enriched with AI-generated concise summaries and engaging content, enhancing the overall learning experience. Overall, the integration of Generative AI in teaching practices at the university fosters a more dynamic, adaptive and personalised learning environment, catering to the diverse needs and learning styles of students.

Assessment methods

The MSc Data and Marketing Analytics programme employs a comprehensive assessment framework that aims to evaluate student achievement throughout the duration of the programme. The course team adopts an "assessment as learning" approach, integrating assessment practices as an integral part of the learning experience. The inclusive learning, teaching, and assessment strategy ensures culturally inclusive learning materials, innovative teaching methods, and flexible pathways to meet learning outcomes. Students are encouraged to actively engage in an inclusive manner, recognising the development of a wide range of understandings, skills, values and attributes essential for their professional lives.

In the MSc Data and Marketing Analytics programme a variety of formative and summative assessment methods are employed to evaluate students' knowledge, skills, and understanding. Both assessment methods are designed to provide students with opportunities for continuous learning, feedback, and the demonstration of their proficiency in the field of data and marketing analytics. A variety of assessments are designed to enable students to demonstrate their attainment of module learning outcomes. The programme places a strong emphasis on industry-focused, real-world assessments such as reports, portfolios, presentations and strategic plans. Formative assessments and timely feedback are embedded in the assessment process to provide ongoing guidance and support for students. These formative feedback opportunities, offered throughout each module, help students in their preparation for summative assessments. Furthermore, the programme encourages critical reflection on experiences, enabling students to understand and apply their learning in their future careers and other aspects of life. This reflective practice helps students continually improve their work and grades by offering valuable learning opportunities and insights into their progress. By incorporating a range of assessments, providing formative feedback, and promoting reflection, the programme ensures that students are equipped with the necessary skills and knowledge to excel in the field of data and marketing analytics while facilitating their personal and professional growth.

The programme utilises summative assessment methods to gauge theoretical knowledge, practical skills and the integration of theory into practical applications in data and marketing analytics. Assessments involve case studies, business briefings and practical projects addressing real-world marketing challenges. Students analyse marketing issues, propose strategic solutions and implement segmentation, targeting and positioning strategies. Presentations assess communication skills and facilitate discussions on data-driven insights. Written reports showcase critical understanding of key concepts and synthesis of real-world situations. Overall, summative assessments aim to demonstrate knowledge, skills and critical thinking, fostering a deep understanding of the subject and enhancing the application of knowledge of data and marketing analytics.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	7.01, 7.07
Literate and effective communicator	7.03, 7.04, 7.08
Entrepreneurial	7.02, 7.06, 7.08
Global in outlook and engaged in communities	7.05, 7.09
Socially, ethically and environmentally aware	7.05, 7.07, 7.09

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules

Level 7

Please note all modules on this course are core:

Module Code	Module Title	Status	UK credit	ECTS
7MARK037W	Artificial Intelligence for Marketing	Core	20	10
7MARK038W	Corporate Digital Responsibility	Core	20	10
7MARK039W	Data Visualisation and Storytelling	Core	20	10
7MARK035W	Final Major Project	Core	40	20
7MARK018W	Managerial Data Analytics for Marketing	Core	20	10
7MARK013W	Marketing Research Insights	Core	20	10
7MARK040W	Marketing Technology and Tools	Core	20	10
7MARK041W	Strategy and Organisational Transformation	Core	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

Course management

The course team comprises a Course Leader who is responsible for the overall management of the course and a team of module leaders who are responsible for individual modules that run on the course.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations.

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at westminster.ac.uk/academic-learning-development.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>.

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate, if they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2022©

Additional Details

University of Westminster is now equipped with a Grammarly for Education (Grammarly GO) institutional licence, providing every member and students in our academic community access to Grammarly's writing assistance tools. Grammarly is designed to help individuals confidently communicate across various devices and platforms. Grammarly GO comprehensive tool aids in improving correctness, clarity, engagement and the overall delivery of written content. It provides guardrails to ensure adherence to the university's guidelines, enabling students to utilise generative AI in ways that comply with the University's Policy and Guidance on the use of Generative AI.

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