LIPA
THE LIVERPOOL INSTITUTE FOR PERFORMING ARTS

Module Specification

Summary Information

Module Code	5601MCIPA
Formal Module Title	Marketing Analytics
Career	Undergraduate
Credits	15
Academic level	FHEQ Level 5
Module Pass Mark	40

Learning Methods

Learning Method Type	Hours
Lecture	24
Practical	10
Workshop	10

Module Offering(s)

Start Month	Duration
September	28 Weeks

Aims and Outcomes

Aims	This module will enable students to understand, analyse and apply data and insights to strategic creative industries and performing arts marketing campaigns and business

plans. It will introduce students to industry standard analytics tools and dashboards and teach them how to utilise these assets in order to reach new audiences, consumers and fans. Students will learn how to use data as a strategic tool to maximise the effectiveness of their digital marketing campaigns.

This module will also introduce techniques on how to analyse findings and 'ask the right questions' of data, preparing students for their Level 6 research project.

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Analyse the data behind marketing campaigns.
MLO2	Apply the use of analytics and insights.
MLO3	Understand the importance of analytics and insights as a tool in research and reporting.

Module Content

Outline Syllabus

The Digital Customer Journey:

Data, Profiling and CRM.

Digital Campaign Management and Media.

Research Methods.

Email Marketing.

Website Optimisation.

Analytics and Platforms.

Market Research.

Module Overview

Word of mouth is still cited as the biggest influence on a consumer's cultural decision making, but how do you know when you've created that buzz and more importantly, once you have, how do you know it's working? This module will introduce you to the types of research and marketing methods that professional creative industries and performing arts managers use when designing and analysing their own marketing campaigns. You will work with various online insights platforms and more importantly, be guided on how to ask the right questions of the data in front of you.

The digital world is a crowded marketplace, and as the international marketing expert Seth Godin said, *You can't be seen until you learn to see*.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Test	Insight and Data Test	100	48	MLO1, MLO2, MLO3