

Module Documentation



INFO08017

Marketing Analytics

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INFO08017

Marketing Analytics

Short Title	Marketing Analytics		
Full Title	Marketing Analytics		
Attendance	N/A	Discipline	482 COMPUTER USE (INFO TECH)
Coordinator	Phelim Murnion	Department	Business
Official Code	INFO08017	NFQ Level	08
		ECTS Credit	05

Module Description

In this module the student will learn how to apply ICT to the marketing function using database and data warehousing technologies and customer relationship management (CRM) systems.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Apply database technology to marketing problems
2. Analyse marketing data using data mining and data warehousing techniques
3. Manage customer relationships using CRM applications

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

1. Databases and marketing

- a. Database Marketing
- b. Data Mining using dimensional analysis
- c. Marketing metrics

2. Customer Relationship Management Systems

a. CRM Operations using Salesforce.com

b. CRM Analytics using Salesforce.com

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 100 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Class Assessment Ongoing Assessments	1,2,3	100	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	1	Weekly	1.00
Laboratory Practical	Computer Laboratory	Laboratory Practical	2	Weekly	2.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Recommended Reading:

Kumar V., Customer relationship management : a databased approach, Hoboken, N.J., Wiley, (2006)

Finnegan, David, Implementing CRM : from technology to knowledge, Chichester, John Wiley, (2007)

Dyché, Jill, e-Data : turning data into information with data warehousing, Reading, MA ; Harlow : Addison-Wesley, (2000)

Smith, P. R., emarketing excellence : the heart of ebusiness, Amsterdam ; London : Elsevier Butterworth-Heinemann, (2005)

Hoffer (et al), Modern Database Management (9th ed.), NJ, Prentice Hall (2008)

Module Alternate Book Resources

None

Module Other Resources

None

Module URLs

None

Additional Information

None

Approval Information

School Approval by Nicola Griffin on 22-05-2013

Academic Council on 22-05-2013

Programme Membership

Code	Intake Year	Programme Title
GA_BINSG_H08	201200	Bachelor of Arts (Honours) in Business in Information Systems Management
GA_BINAG_H08	201300	Bachelor of Arts (Honours) in Information Systems Management
GA_BBUAG_H08	201300	Bachelor of Business (Honours) in Business
GA_BBUSG_H08	201100	Bachelor of Business (Honours) in Business