



As well as exploring a range of specialist marketing subjects, you will delve into the processes behind mining information from large complex databases. You will learn how this data can be manipulated to result in knowledge driven decisions. Developing the ability to create and manage strategic marketing plans, you will recognise the importance of data, globalisation and digital marketing. With a much-coveted Chartered Institute of Marketing (CIM) accreditation and Master's under your belt, you will have the opportunity to progress to a senior marketing role.

## What does the CIM accreditation mean?

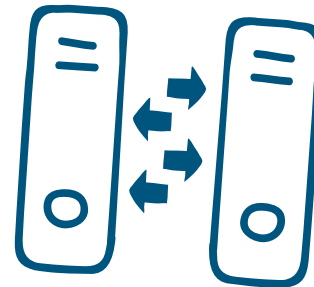
Your Chartered Institute of Marketing (CIM) accreditation is a lot more than a stamp of approval. As you'll see some of the modules are marked as CIM. These have been designed to cover the syllabus and assessments of the Level 6 diploma in professional marketing awarded by the CIM. You then have the opportunity to submit your relevant module work to the CIM and add a level 6 Diploma in Professional Marketing to your CV.



## Modules are:

### Strategic Marketing - (CIM)

Getting to grips with strategy in marketing will highlight how important it is to use situation analysis and be differentiated for a competitive advantage. It will also help you to make decisions effectively, and learn the importance of sustainable growth. Something every business needs, from enterprise to SME.



## International Marketing

We'll stretch your marketing knowledge across all corners of the globe with this module, starting with the complex nature of international marketing and its different stages. While you learn how to create a strategic plan for an organisation, we'll dig deep into international marketing theories to help you develop an understanding of the processes required to establish a strong presence overseas.



## Mastering Metrics – (CIM)

This is when you'll learn how to play the numbers game. Data is a powerful tool and we'll teach you how to flex your numerical skills to make informed and effective marketing decisions. You'll master the art of measurement techniques, leading to an in-depth understanding of the role of marketing metrics within an organisation.

## Digital Strategy

Today, digital marketing lies at the heart of marketing strategy. This module will give you an insight into how organisations use the digital media available to market their products and services effectively, to achieve key business objectives.

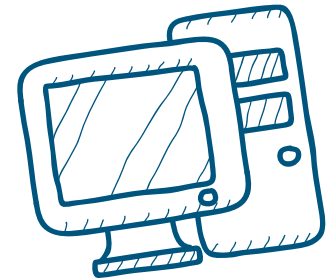
This module will also guide you in using a range of tools to assess the impact of the digital environment in delivering objectives. The digital landscape can be very disruptive and this module will assist you in developing a digital marketing mix, to enable you to respond quickly to market needs.

## Data Handling and Decision Making

Modern businesses have access to more data than ever. People armed with the skills to handle that data - and who can use it to make informed business decisions - add real value to their workplace.

This module focuses on teaching you how to do an analysis of the data environment in an organisation, and crucially once you have that data, how you handle it and what you can do with it.

Whether that is to make the business more efficient or lead it in a fresh direction, the key is not just to interpret and understand the data, but to make knowledge-based decisions. We test this through a case study-driven task that allows students to apply what they have learnt to a real business scenario.



# MSc DATA ANALYTICS AND MARKETING



## Data Visualisation and Interpretation

The volume of data held by organisations has grown massively in recent years and is generated at an ever-increasing rate. Data has the power to give businesses significant competitive advantage - if used effectively. This means there is a need for the data that is generated and analysed to be presented in a way that is universally engaging and understood – for example across departmental boundaries or by non-specialists.

## Research Project

The research project is a vital part of achieving Masters' level - and it is your chance to undertake research into an area of your choosing, related to the programme theme.

We'll support you through the first stage with six weeks of sessions to help you create your research proposal - and you can choose from a conventional dissertation or an academic article and presentation. You will develop your critical abilities and produce a piece of work that's relevant in practice and meets the academic standards needed at Masters level, and just as importantly, add value to your organisation and career.

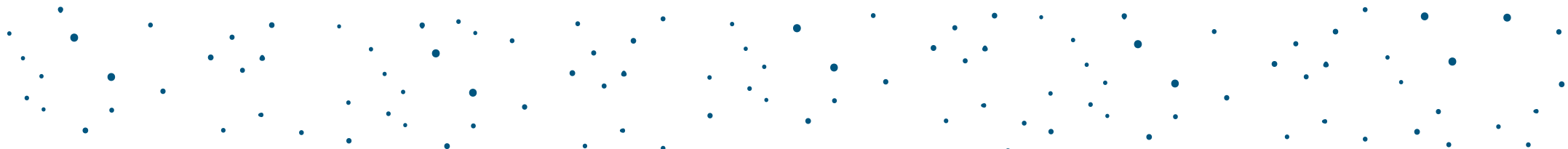
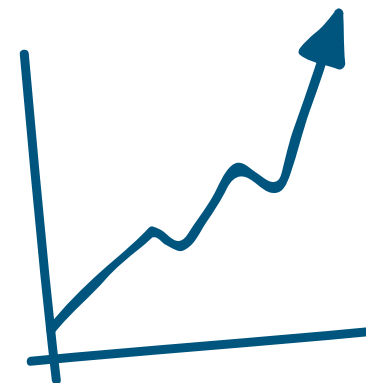
## Course duration and hours of study

This varies depending on the course you're studying but you can access modules at a pace that is convenient for you. Once you have accessed a module, there is a minimum and maximum time that you will need to finish the module within.

You can find out more information on the course page, visit [www.arden.ac.uk](http://www.arden.ac.uk). Alternatively, please call our admissions team on

+44 (0) 2476 515700 or

0800 268 7737 for more details.





# MSc DATA ANALYTICS AND MARKETING



## Entry requirements

To be eligible for this course you must normally have:

A UK honours degree at a minimum of second class (2.2) or equivalent.

For students whose prior learning was not taught in English:

IELTS 6.5 or equivalent.

## If you don't have academic qualifications

We're more than happy to consider, and positively encourage, an application from you if you have substantial management experience (typically 5 years) and can show us that you have the motivation to study the programme.

## Accreditation



Graduate Gateway

ONLINE  
POSTGRADUATE  
COURSE

## How to apply

Visit: [www.arden.ac.uk](http://www.arden.ac.uk)

Email: [admissions@arden.ac.uk](mailto:admissions@arden.ac.uk)

Call: +44 (0) 2476 515700 / 0800 268 7737