

MKTG 2014 CUSTOMER INSIGHTS AND ANALYTICS

Credit Points 10

Coordinator Aila Khan (<https://directory.westernsydney.edu.au/search/name/Aila Khan/>)

Description Marketers seek to collect data to address specific marketing problems, including through a structured marketing research process, to convert data into actionable insights for marketing decision-making in an ethical and responsible manner. This subject focuses on data analysis and evidence-based reasoning as core components of insight-driven business practices. Students will explore various sources of marketing information, evaluate technologies that facilitate high-quality data collection and analysis, and engage with the research process in diverse contexts. Practical activities in data visualisation and the use of digital platforms, including social media, will prepare students to critically assess and communicate insights, equipping them for success in diverse contemporary business environments.

School Business

Discipline Marketing

Student Contribution Band

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Pre-requisite(s) ECON 1016

Equivalent Subjects MKTG 2011 and
MKTG 2007

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Identify differences between primary, secondary, qualitative and quantitative research
2. Use digital technologies in social and market research processes
3. Develop a market research proposal
4. Examine ethical market research from the perspectives of Indigenous communities and knowledges
5. Analyse statistical market research data
6. Work together using teamwork skills to coproduce a report addressing customer insights and analytics

Subject Content

- Differences between primary, secondary, qualitative, quantitative research
- The marketing research process
- Presenting research results
- Benefits and challenges with the use of technology in marketing research
- Big data applications in marketing research
- Social media analytics
- Ethical considerations in marketing research
- Indigenous perspectives on marketing research

Special Requirements

Essential equipment

A computer and internet access

Prescribed Texts

- Khan, A., Hossain, M., and Amin, S. (2023). Customer Insights. Second Edition. Published by Open Educational Resources Collective. <https://doi.org/10.26183/vsp0-vh04> (<https://doi.org/10.26183/vsp0-vh04/>)