### SESSION PLAN

**COURSE:** ABE Level 6: Digital Marketing Strategy

**ELEMENT:** Element 4: The use of data in developing digital marketing strategies

## LEARNING OUTCOME 4

**Critically assess how big data and contemporary developments can be used to drive digital marketing strategy (weighting 20%)**

4.1 Critically evaluate the emergence of big data, its scope and power to inform marketing strategies

4.2 Critically assess how big data is used to centralise and synthesise consumer insights, forecast outcomes and evaluate the effectiveness of the marketing strategy

4.3 Critically analyse the methods by which different organisations capture and use data to justify the marketing strategy decisions

**NUMBER OF SESSIONS:** Three - approximately nine to twelve hours in total, plus self-study.

**SESSION TOPICS:** Session 1: The emergence of big data

Session 2: How big data is used

Session 3: Capturing and using data

**Note to tutors: these are the recommended session outlines for learning outcome 4, element 4 of ABE Level 6 Digital Marketing Strategy. You should follow the plan, using the resources (referenced as ‘slides’) and activities provided. It is important to enhance all sessions with local examples and case studies, involving the learners ACTIVELY wherever possible.**

### SESSION 1: Big data

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** | |
| 3-4 hours | Introduction to session and learning outcomes | Use file: **6UDMS Tutor Presentation E4.pptx**  Assessment Criterion 4.1 | 1-4 | Listen |  | |
| Methods for monitoring, measuring and managing | **Debrief Homework Activity 10 from the last session.**  Encourage students to share their findings from the SWOT analysis. | 5 | Contribute to class discussion. Make notes from other people’s contributions. |  | |
| Big data | Background   * Big data can be applied to developing a commercially successful digital marketing strategy * Big data can be fed into the planning, research and strategy development process * Data can be used to refine and adjust digital marketing efforts to develop new and better-crafted campaigns quickly | 6 | Listen, ask questions and make notes |  | |
| Facilitate **Class discussion** to bring out the following points:   * The internet is an advertising tool. * One advantage is being able to offer different channels of advertising. * Another is the types of advertising now available – creativity and imagination. * But it is big data and tracking what consumer are doing and why that is the real win for advertisers. | 7 | **Class discussion**  “The Internet will transform advertising because of its trackability, not its beauty.” *Eric Schmidt*  Contribute to class discussion.  Listen, ask questions and make notes. |  | |
| Terminology of big data   * Big data * Software * Processes * Hadoop * MapReduce * Parellel processing.   Refer to the study guide for more information. | 8 | Listen, ask questions and make notes. |  | |
| The principles of big data:   * Provides competitive advantage * Makes marketing more effective and drives sales revenue growth * Connects data * Outcomes are delivered by taking action * Data science delivers outcomes.   Refer to the study guide for more information. | 9 | Listen, ask questions and make notes |  | |
| Brief **Small Group Activity 1**  Coordinate small group activity, answering any queries as required.  Draw the small groups together to feedback their findings.  Facilitate discussion. | 10 | **Small Group Activity 1**  Select one of the case studies outlined in the blog in the activity sheet. Investigate disparate pieces of data helped to identify patterns, predict future trends so the organisation could take action.  Contribute to class discussion.  Listen, ask questions and make notes. | **6UDMS E4 LO4 Activity 1 – Internet of things and big data** |
| Big data strategies:   * Centralised * Distributed * Integrated   Refer to the study guide for more information. | 11 | Listen, ask questions and make notes |  |
| Brief on **Homework Activity 2**    Critically analyse the big data strategy adopted by an organisation with which you are familiar.  Can you identify whether the strategy is distributed, integrated or centralised?  Give reasons for your answer. |  | Listen and ask questions as necessary.  Individual activity as homework. | **6UDMS E4 LO4 Activity 2 – Big data strategy** |
|  | Review of session and learning outcomes |  |  | Listen |  |

### SESSION 2: How big data is used

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** | |
| 3-4 hours | Introduction to session and learning outcomes | Use file: **6UDMS Tutor Presentation E4.pptx**  Assessment Criterion 4.2 | 12 | Listen |  | |
| How big data is used | **Debrief Homework Activity 2 from the last session.**    Share your research on big data strategies. | 13 | Contribute to class discussion with own findings.  Listen to others. |  | |
| Facilitate **Class discussion** to bring out the following points:   * Good data gives marketing departments insights into what their customers want. * Information is power – if you know something about your consumers that your competitors don’t know that gives you an advantage. * If that information is used to develop products and services that your customer wants that gives you an advantage. * Can tell you how customers are responding to what the organisation is doing. | 14 | **Class discussion**  Investment in big data provides competitive advantage.  Contribute to discussion.  Listen, ask questions and make notes. |  | |
| Sources of big data:   * Employees * Consumers * Electronic point-of-sale (EPOS) * CCTV * Digital footprints   Refer to the study guide for more information | 15 | Listen, ask questions and make notes. |  |
| Analysing big data to optimise marketing strategies:   * Consumer engagement * Retention and loyalty * Marketing performance   + Alignment   + Accountability   + Analytics   + Automation   + Alliances   + Assessment * Commercial   Refer to the study guide for more information. | 16 | Listen, ask questions and make notes. |  |
| **Brief Paired Activity 3**  Roam the room, giving encouragement and/or constructive feedback where necessary. | 17 | **Paired Activity 3**  Critically review an organisation with which you are familiar. How aligned are marketing activities to business outcomes based on customer insights. Give reasons for your answer. | **6UDMS E4 LO4 Activity 3 – Alignment of marketing activities** |
| The challenges that marketers face in gathering and analysing big data :   * Understanding the type of data to gather. * The analytical tools needed to turn big data into meaningful insights.   It’s alarming then, that online campaign analysis is closer to handing a client the phone book than it is to providing easily digestible information.”  *IgnitionOne (2014*)  Refer to the study guide for more information. | 18 | Listen, ask questions and make notes. |  |
| **Brief Homework Activity 4**  Read the Blog - 5 Crucial Reasons to keep you data up to date at  <http://www.dataclarity.uk.com/News/Big-Data/5-Crucial-reasons-you-should-keep-your-data-up-to-date-03032016.htm>  How would you define ‘good’ data? Give reasons for your answer. |  | Listen and ask questions as necessary.  Individual activity as homework.  Critically assess how big data is used to centralise and synthesise consumer insights, forecast outcomes and evaluate the effectiveness of the marketing strategy. | **6UDMS E4 LO4 Activity 4 – Good data** |
|  | Review of session and learning outcomes |  |  | Listen |  |

### SESSION 3: Capturing and using data

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** | |
| 3-4 hours | Introduction to session and learning outcomes | Use file: **6UDMS Tutor Presentation E4.pptx**  Assessment Criterion 4.3 | 19 | Listen |  | |
| Capturing and using data | **Debrief on Homework Activity 4 from the last session.**    Encourage students to share their definitions of good data. Compare differences and similarities. | 20 | Contribute to the class discussion.  Listen to others and make notes as necessary. |  | |
| Facilitate **Class discussion** to bring out the following points:   * Data driven decision making is better than ‘feels right’ decision making * However not everything can be tracked accurately – algorithms are not perfect | 21 | **Class discussion**  “The end has come for making marketing decisions based on gut instincts; everything marketers do in the digital world can now be tracked, from the first click all the way to the deal close.” *Kurt Anderson*  Contribute to discussion.  Listen, ask questions and make notes. |  | |
| Methods of reporting marketing performance   * Brand share tracking * Commercial returns on marketing investment (MROI) * Marketing attribution models * Media channel effectiveness   + Reach   + Cost   + Quality analysis   Refer to the study guide for more information. | 22 | Listen, ask questions and make notes. |  | |
| Brief **Paired Activity 5**  Roam the room, giving encouragement and/or constructive feedback where necessary. | 23 | **Paired Activity 5**  Watch YouTube – [What is Marketing ROI?](https://youtu.be/1vRx5TYTmYs) How would you explain the concept to a friend? | **6UDMS E4 LO4 Activity 5 – Marketing ROI** | |
| Using big data for marketing mix modelling   * A – Original * Versus * B – Alternate   Refer to the study guide for more information | 24 | Listen, ask questions and make notes. |  |
| Local and global legislation:   * Big corporate/Big state versus the little guy * Algorithms bias * Behaviour of those being observed * Fake news and echo chambers   Refer to the study guide for more information. | 25 | Listen, ask questions and make notes. |  |
| Brief on **Homework Activity 6.**    Research data protection legalisation, codes of practice and regulations that apply to you. Summarise your rights.  Reflect on whether you feel that the current frameworks protect your rights adequately.  Give reasons for your answer. |  | Listen and ask questions as necessary.  Individual activity as homework. | **6UDMS E4 LO4 Activity 6 – Data protection** |
|  | Review of session and learning outcomes |  |  | Listen |  |