Data-Driven Marketing & Publishing

via Distance Learning

12 week online module from the MA In Publishing
January - April or May-July, Fees £1,325
Contact helena.markou@brookes.ac.uk for further details

About the Module

You will cover the theory and practice of data-driven marketing and business intelligence in a publishing context. This includes working with consumer data ethically, generating value from data, as well as methods of data evaluation and communication.

A module is a self-contained unit of study from within the masters programme. It represents 200 hours of study and is worth 20 credits. These can be put towards a PG Certificate, PG Diploma or MA qualification.

Assessment

Test 1: Working with data
Test 2: Monitoring and analysing data
Coursework 1: CRM strategy
Coursework 2: Market segment plan

Each week requires approximately 10 hours of study to complete the set reading, learning activities and to contribute to the forum discussion.

Weekly Topics

1. Working with data in publishing
2. Understanding users through data
3. Privacy, GDPR and data ethics
4. CRM, workflows and automation
5. Working with KPI and metrics
6. Communicating with data
7. Email Marketing
8. Performance marketing channels
9. Data-driven content serving
10. Consolidation: methods, tools, strategies

Weeks 11 and 12 are dedicated to independent study and completion of the coursework.

Studying via Distance Learning

The course is delivered online via Moodle VLE through custom-written chapters and additional set reading. Three core texts are included within the tuition fees.

Tutors from the Oxford International Centre for Publishing are available to answer questions, provide support and offer feedback on assignments.

As an associate student you will have full access to the Oxford Brookes University library, computers, careers service, study advice and other resources.

You will be sent

Digital Analytics for Marketing by Sponder & Khan
Weapons of Math Destruction by Cathy O'Neil
Irresistable by Adam Alter

Develop your publishing career from anywhere in the world

publishing.brookes.ac.uk

OXFORD BROOKES UNIVERSITY

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"This module was fascinating!

I currently work in marketing for a trade publisher and found it really valuable in terms of both a strong grounding in digital principles and deeper analysis into how to drive your data analysis and apply it to any scenario.

Anybody would benefit from this module regardless of level."

— **Rachel Quin** Marketing Manager
Harper Fiction

"I would recommend this module. It has increased my understanding of how to interpret and use data, which is applicable to lots of things too, not just publishing!
Quite a few of the job adverts at the moment are asking for practical skills I can demonstrate, because I took this module."

— **Chloe Slim** Senior Project Manager
Renishaw plc

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