



**Mona School  
of Business &  
Management**

The University of the West Indies, Mona

Master of Science in  
**Marketing and Data Analytics**

# Student Handbook

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2024 - 2025

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# Introduction

The MSc. Marketing and Data Analytics programme is aimed at producing marketing professionals who are able to make marketing decisions based on quantitative analysis and metrics. Participants will be provided with a strong grounding in the analytical tools needed to flourish in today's rapidly evolving, information driven business environment.

The programme provides students with a theoretical foundation of marketing and introduces students to a range of business modelling approaches relevant to marketing decisions. Understanding marketing analytics allows marketers to strengthen business practices by focusing their time, energy, and resources on the right products and the right customers. In this competitive environment, with its ever-increasing amount of data, businesses that can make sense of the flow of information will hold a competitive edge in the marketplace. Students in the MSc. in Marketing and Data Analytics degree programme will study industry best practices and new technologies in Marketing Management and Business Analytics.

The MSc. Marketing and Data Analytics programme seeks to:

- Equip students with the latest analytics tools to analyse and interpret data, forecast future trends, streamline decisions and optimize a course of action.
- Equip students to apply descriptive, predictive, and prescriptive modelling techniques to help organizations improve performance, explore alternatives, and anticipate and shape business outcomes in the rapidly changing economic environment.
- Develop marketing managers and professionals with knowledge and expertise to fast track a career in a variety of industries and sectors including manufacturing companies, energy, healthcare delivery, banking, marketing, and government.

On graduation, students will be able to:

- Develop an in-depth understanding of the theoretical foundations of marketing and the application of business modelling in Marketing Management; the analysis of marketing decisions, business statistics and forecasting; and marketing research methods.
- Develop the capabilities and creativity to design solutions to marketing and business problems using a range of business analysis techniques using adaptable and innovative methods.
- Apply data mining techniques to improve customer relationships in marketing and other business organizations.

# Admission Requirements

Applicants should have:

A bachelor's degree or its equivalent in a relevant discipline, from a university or college acceptable to the University of the West Indies, with a grade point average (GPA) of 2.5 or higher.

Applicants with a GPA lower than 2.5 will be considered if:

- They have at least two (2) years working experience in marketing or a related area and have professional qualifications in a related area
- They are successful at an interview conducted by a select panel determined by the School

They are able to produce two acceptable letters of reference

## Application Procedure

All applicants are encouraged to apply online early: [https://sas.mona.uwi.edu/banndata1-srv\\_mona/uwm\\_adm.p\\_index](https://sas.mona.uwi.edu/banndata1-srv_mona/uwm_adm.p_index)

### **Interviews**

As part of the selection process, MSBM reserves the right to interview applicants for further exploration of their qualifications and experience. You may therefore be called for an interview, possibly at short notice, in order to expedite the process.

### **Acknowledgement**

Once your online application has been processed and you are successful, you will receive an offer online, via your e-mail address from the Office of Graduate Studies and Research.

### **Confirmation of Acceptance**

Applicants who have been offered a place in the programme must confirm their acceptance online by the date specified in the offer. **NB:** If you are offered a place and you are unable to take up the offer, you will be required to defer or reject the offer online.

# Registration

Before the start of each semester, students are required to register for their courses on SAS. For each academic year, students need to register for Semester 1, Semester 2 and Summer Term.

## Identification Card

Once you have registered for your classes, you will be able to obtain your ID card. Your Programme Coordinator will provide the necessary instructions.

## Student Requirements

- Students should have an active registration status until the completion of their degree. · **Students who are not doing courses in a particular semester must request leave of absence** from the Office of Graduate Studies and Research for the inactive period. (This request is be submitted on the Student Administration System (SAS) under the Automated Student Request Module menu option.)

# Attendance Policy

It is important for students to attend lectures regularly on a timely basis and to work steadily throughout the semester to benefit fully from the programme.

Any student who, having registered for a course and examination, fails to take the examination shall be deemed to have failed the examination. In cases of illness, the candidate shall present to the Office of Graduate Studies and Research, a medical certificate, as proof of illness, signed by the University Health Officer or by any other Medical Practitioner approved for this purpose by the University. The student shall send the medical certificate within seven (7) days from the date of that part of the examination in which the performance of the student is affected.

Students who are encountering difficulties in completing their programme of study should apply for leave of absence or voluntary withdrawal. Requests for leave of absence or voluntary withdrawal should be submitted on SAS under the Automated Student Request Module menu option. This request should be submitted for the relevant semester.

# List of Courses

Course Codes	Course Name	Credits
SBCO6051	Introduction to Sustainability	2
SBCO6070	Marketing for Managers	3
SBCO6110	Financial and Managerial Accounting	3
SBCO6152	Data Mining for Marketing and Sales	3
SBCO6170	Business Analytics	3
SBCO6180	Final Project	3
SBCO6520	Quantitative Methods and Statistical Techniques	3
SBMA6010	Market Research	3
SBMA6020	Consumer Behaviour	3
SBMA6030	Marketing Strategy and Product Policy	3
SBMA6050	Consumer Analytics	3
SBMA6055	Marketing Analytics and Modelling	3
SBMA6060	Digital Marketing Analytics	3

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**N.B. Classes are delivered on Sundays and will follow a blended approach of face-to-face and online mode of delivery.**

# Sequence of Courses

Year 1 (2024-2025)

<b>Semester I (September to December)</b>	
<b>Group</b>	<b>Course Code &amp; Title</b>
	SBCO6110: Financial & Managerial Accounting
	SBCO6070: Marketing for Managers
Part-Time	SBCO6051: Introduction to Sustainability**
<b>Semester II (January to April)</b>	
	SBCO6520: Quantitative Methods & Statistical Techniques
	SBMA6020: Consumer Behaviour
<b>Summer Term (May to August)</b>	
	SBCO6170: Business Analytics
	SBMA6060: Digital Marketing Analytics

Year 2 (2025-2026)

<b>Semester I (September to December)</b>	
<b>Group</b>	<b>Course Code &amp; Title</b>
	SBMA6010: Market Research
	SBMA6030: Marketing Strategy and Product Policy
<b>Semester II (January to April)</b>	
	SBMA6050: Consumer Analytics
	SBMA6055: Marketing Analytics and Modelling
<b>Summer Term (May to August)</b>	
	SBCO6152: Data Mining for Marketing and Sales
	SBCO6180: Final Project

\*\* This course will run for eight (8) weeks only and will be offered one evening during the week



# Course Descriptions

## **SBCO6051: Introduction to Sustainability**

The course introduces learners to the concept of sustainability from a business perspective. In so doing, it introduces students to the basic concepts of sustainability, ethics, and corporate responsibility, and prepares them for application of these concepts as they explore the intricacies of the environmental, social and governance (ESGs), economic and operational challenges facing business in the Twenty-First Century.

## **SBCO6070: Marketing for Managers**

This course introduces participants to the theoretical and conceptual underpinnings of marketing. The course goes beyond marketing theories and concepts to show how the application of marketing principles can assist decision makers in public and private sector organizations in Jamaica and the Caribbean to develop and implement marketing strategies that will enhance their competitive positions in the global economy.

## **SBCO6110: Financial and Managerial Accounting**

This course examines the internal accounting systems and current practices of businesses to develop an understanding of the uses and limitations of accounting information in planning, control, decision making, performance evaluation, and external reporting processes. It offers a balanced coverage of the concepts, methods, and uses of financial and managerial accounting information with a strong emphasis on analysis and reporting.

## **SBCO6520: Quantitative Methods and Statistical Techniques**

This course is concerned with the use of quantitative and statistical techniques to assist in rational decision-making. The emphasis is not on the techniques themselves, but rather on how they can contribute to better decisions. The approach is to present real business situations in which quantitative and statistical techniques have been applied successfully and to show how managers can use the methods to make better decisions.

## **SBMA6020: Consumer Behaviour**

This course examines the basic concepts concerning research and findings about consumer behaviour to promote an understanding of how these ideas can be used in marketing decision making. The course also covers research design and methodologies used in marketing and influencing consumer behaviours.

## **SBCO6170: Business Analytics**

This course examines the ways in which enterprises such as businesses, non-profits, and Governments can use data to gain insights and make better decisions. Business analytics is applied in operations, marketing, finance, and strategic planning among other functions.

## **SBMA6060: Digital Marketing Analytics**

The course will examine the core concepts of digital marketing, digital marketing strategy and its role in businesses and organizations. It will incorporate a range of topics from social media marketing, mobile marketing, content marketing, display advertising, inbound marketing, search engine, web analytics, digital business models, Google Analytics, email marketing, digital advertising to Search Engine Optimization (SEO).

## **SBMA6010: Market Research**

The course provides an understanding of the link between the needs of marketing and the capabilities of research in addressing these needs. It aims to increase the knowledge of students on the application of

research to reduce uncertainty in decision making and to develop the knowledge and understanding of the important role of information to the practice of marketing.

### **SBMA6030: Marketing Strategy & Product Policy**

This course offers students an opportunity to broaden their understanding of strategic marketing management. It explores issues such as price and cost dynamics and brand management strategies for products and services.

### **SBMA6050: Consumer Analytics**

This course will utilize data analytics to learn about and market to individual customers. Many firms have extensive information on customers but very few firms have the expertise to intelligently act on such information. This course will therefore be focused on the scientific approach to marketing with hands-on use of technologies such as databases, analytics and computing systems to collect, analyze, and act on customer information.

### **SBMA 6050: Marketing Analytics & Modelling**

This course will focus on developing marketing strategies driven by quantitative analysis and modelling. Topics covered include market segmentation, market response models, customer profitability, social media, paid search advertising, product recommendation systems, mobile geo-location analysis, media attribution models, and resource allocation. The course will draw on and extend students' understanding of issues related to integrated marketing communications, pricing, digital marketing, and quantitative analysis.

### **SBCO6152: Data Mining for Marketing and Sales**

Data mining is the process of analysing data from different perspectives and summarizing it into useful information. Data mining identifies trends, patterns, and relationships, which might otherwise have remained hidden. The course will take advantage of online social media content from various applications, such as social network analysis, customer segmentation, customer relationship management (CRM), and web mining. The course will provide students with exposure to data mining tools, and application of data mining techniques to improve marketing, and sales.

### **SBCO6180: Final Project**

This requirement of the M.Sc. degree is designed to explore methodological issues and applied research on issues critical to improving the practice of Marketing and Data Analytics in the Caribbean region.

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## Course Work Assignments

Coursework assignments should be handed in before or on the due dates and specified time as instructed by the lecturer. Assignments are to be submitted either through the MSBM-ELS or handed in in-person at the MSBM Reception desk. Your lecturer will inform you on the preferred mode of submission.

- Submit your completed assessments within the timelines specified on the course outline. · All

grades can be accessed via MSBM's Executive Learning Space (ELS).

- Course work marks will not be given out over the telephone or to third parties.

# Examinations

All examinations for MSBM graduate programmes are regulated by the Office of Graduate Studies and Research and the UWI Examinations Section.

Final examination marks will not be given out to students who visit the office, to students who telephone or to third parties. If you wish to view your final mark for a course, you must do so online (unofficial transcript on SAS). Final examination marks will be disseminated by the UWI Examinations Section through SAS and not by MSBM.

A student who fails an element of a course that counts towards the final grade (either course work or final examination) will be deemed to have failed that course. **In order to pass a course, you must pass both the course work and the final examination.** You must re-sit the section of the course (course work or final examination) you failed. If you fail both sections, you must re-sit the entire course (course work and final examination).

## Marking Scheme

The marking scheme for Higher Degrees is as follows:

Grade	Quality Point	Mark%
A+	4.30	90-100
A	4.00	80-89
A-	3.70	75-79
B+	3.30	70-74
B	3.00	65-69
B-	2.70	60-64
C+	2.30	55-59
C	2.00	50-54
FCW/FWE	1.70	40-49
F1 (FCW) (FWE)	1.70	40-49
F2 (FCW) (FWE)	1.30	30-39
F3 (FCW) (FWE)	0.00	0-29

Learn more: <https://www.uwi.edu/postgradgpa/how-it-works>

# The Award of Distinction and of High Commendation

The University's requirements of a minimum GPA for Postgraduate taught programmes is 2.0. Students who matriculate to the University in August 2021 and beyond must earn this minimum grade point average in their taught programmes. It does not apply to students who started their postgraduate programme before August 2021. Note that individual department, college, school, or programme requirements may exceed this minimum. All other existing requirements, both faculty and university, that are based on any calculated GPA will apply accordingly.

GPA	CATEGORY
>3.70	Distinction
3.30 – 3.69	Merit
2.00 – 3.29	Pass
<2.0	Fail

- Based on overall programme GPA
- Research project will be considered another course for the calculation of programme GPA

Failure/repeating of any courses(s) will NOT disqualify from 'distinction' if overall GPA  $\geq 3.70$

Professional doctorates: Distinction =  $\geq 3.70$  in Courses + High Commendation in Research

## GPA for Course work /Exam

A student who fails an element of a course that counts towards the final grade (either course work or final examination), will be deemed to have failed that course. They will be assigned the grade FC or FE (Fail Course work, Fail Exam), if they obtain an 'overall' mark of 50% or higher. A student who passes an element of a course but does not obtain an overall mark of 50 or higher, will fall into the grade category in accordance with the mark achieved i.e., F1, F2, F3.

Learn more: <https://www.uwi.edu/postgradgpa/degree-requirements>

# Plagiarism

The unauthorized and/ or unacknowledged use of another person's intellectual efforts, ideas and creations under one's own name is regarded as a form of cheating. If a student is found guilty of plagiarism, the student will be awarded a fail grade in the course concerned and may also be subject to other disciplinary actions. Please note that all assessments that include essays will be submitted through TURNITIN by the lecturer.

## Graduate Course Work Accountability Statement

All students registered for postgraduate courses in the Faculty of Social Sciences, are required to attach a signed course work accountability statement to the front of any document submitted as a component of course work save that when course work consists of an invigilated examination no accountability statement is required and where the submission is entirely in electronic form, the student shall make an equivalent declaration electronically.

Learn More:

<https://www.mona.uwi.edu/postgrad/sites/default/files/postgrad/uploads/Graduate%20Coursework%20Accountability%20Statement.pdf>

## Tuition

See Graduate Tuition Guidelines on the MSBM website for fees and schedule of payments:

[https://www.mona.uwi.edu/msbm/sites/msbm/files/Graduate%20Tuition%20Fees%20\\_2024-2025.pdf](https://www.mona.uwi.edu/msbm/sites/msbm/files/Graduate%20Tuition%20Fees%20_2024-2025.pdf)



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**Mona School of Business and Management**

The University of the West Indies

Mona Campus - Kingston 7, Jamaica, W.I.

**Tel:** (876) 977-6035/3775 | **Fax:** (876) 977-4622

Western Jamaica Campus - 10 Queen's Drive, Montego Bay, Jamaica, W.I.

**Tel:** (876) 940-5561 | **Fax:** (876) 979-3758

**Programme Email:** [msc.marketinganddataanalytics@uwimona.edu.jm](mailto:msc.marketinganddataanalytics@uwimona.edu.jm)

**Web:** [www.mona.uwi.edu/msbm](http://www.mona.uwi.edu/msbm)