



MSc Consumer Analytics and Marketing Strategy

Go to uoldigital.net/LUBS-maps to learn more about this map and how to use it effectively.

This map shows the university week numbers when your **compulsory module** assessments are due, helping you plan your time. Each **icon** represents a deadline for one piece of assessment in a module; some modules may have multiple assessments.

Always **check Minerva for exact due dates and times**, especially those due during examination period (**Ex**), and during the Christmas (**C1-4**), Easter (**E1-4**), and Summer (**S1-10**) vacations.

Semester 1 assessment

Exam period begins on 11th January and ends on 22nd January 2027.

Week number	1	2	3	4	5	6	7	8	9	10	11	C1-4	Ex
LUBS5402M													
LUBS5465M													
GEOG5042M													
GEOG5937M													

Semester 2 assessment

Exam period begins on 17th May and ends on 4th June 2027.

Week number	14	15	16	17	18	19	20	21	E1-4	22	23	24	25	Ex
LUBS5403M														
LUBS5453M														
GEOG5917M														
GEOG5927M														

Dissertation

Your dissertation deadline is **Thursday 26th August 2027** (GEOG5967M) OR **Thursday 2nd September 2027** (LUBS5499M).

Assessment Type Key



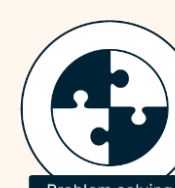
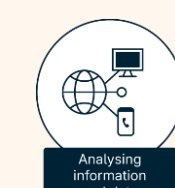
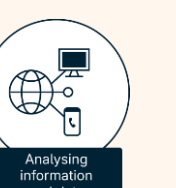


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Your skills, your degree

Actively developing your personal and professional skills is key to your success at university and in your future career. The table below shows the skills that have been embedded in your curriculum. This only shows **skills in compulsory modules** – you will develop many more through optional modules and co-curricular opportunities. Go to uoldigital.net/LUBS-skills to learn how the University supports you to assess, develop and evidence your skills.

Module	Skills (list)	Skills (icons)
LUBS5402M Consumer Behaviour	Reflection; Integrity & Ethics; Searching for information; Critical thinking; Commercial & Sector awareness	 Reflection  Integrity and ethics  Searching for information  Critical thinking  Commercial and sector awareness
LUBS5465M Marketing Strategy	Critical Thinking; Collaboration; Commercial & Sector Awareness; Systems Thinking; Adaptability	 Critical thinking  Collaboration  Commercial and sector awareness  Systems thinking  Adaptability
GEOG5042M Geographic Data Visualisation & Analysis	Written Communication; Verbal & Non-verbal Communication; Problem Solving	 Written communication  Verbal and non-verbal communication  Problem solving
GEOG5937M Applied GIS and Retail Modelling	Analysing Information & Data; Problem Solving; Reasoned Decision Making; Opportunity Spotting; Planning & Organising	 Analysing information and data  Problem solving  Reasoned decision making  Opportunity spotting  Planning and organising
LUBS5403M Marketing Analytics	Problem Solving; Reasoned Decision Making; Critical Thinking; Commercial & Sector Awareness; Analysing Information & Data	 Problem solving  Critical thinking  Commercial and sector awareness  Analysing information and data
LUBS5453M Research Methods for Marketing	Critical Thinking; Problem Solving; Integrity & Ethics; Written Communication; Analysing Information & Data	 Critical thinking  Problem solving  Integrity and ethics  Written communication  Analysing information and data

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Module	Skills (list)	Skills (icons)
GEOG5917M Big Data and Consumer Analytics	Written Communication; Analysing Information & Data; Critical Thinking	  
GEOG5927M Predictive Analytics	Reasoned Decision Making; Collaboration; Written Communication; Systems Thinking	   
LUBS5453M Research Methods for Marketing	Critical Thinking; Problem Solving; Integrity & Ethics; Written Communication; Analysing Information & Data	    
GEOG5967M Dissertation - Consumer Analytics	Integrity & Ethics; Searching for information; Critical Thinking; Commercial & Sector Awareness; Analysing Information & Data	    
LUBS5499M Marketing Academic / Applied Dissertation	Integrity & Ethics; Searching for information; Critical Thinking; Commercial & Sector Awareness; Analysing Information & Data	    

Please note: This skills map contains the latest approved skill outcome descriptions for your core modules. Some module specifications (or catalogue entries) may display alternative wording while updates are being completed.