

Course Code	Course Title	L	T	P	C
OLMDS610	Marketing Analytics	3	1	0	4
Pre-requisite	NIL	Syllabus version			
		1.0			
Course Objectives:					
On successfully completing this course you will be able to:					
1. Demonstrate skill and knowledge in Marketing analytics					
2. Pilot product and market segmentation strategies					
3. Infer the customer value analysis and customer analytics					
Course Outcomes:					
1. Handle basic business analytics					
2. Demonstrate Marketing research tools					
3. Apply tools for market segmentation and positioning					
4. Contribute for new product introduction decisions					
5. Workout customer values analysis					
6. Evaluate market by customer analysis					
Module:1	Marketing Analytics				
Basics of Marketing and Marketing Management Analytics and Analysis Basics of business analytics Why marketing analytics – Marketing decision models and marketing response models.					
Module:2	Marketing Research Tools Exposure				
Understanding appropriateness of Marketing Research tools Principal Component Analysis, Multi-dimensional Scaling, Discriminant Analysis , One way and Two way Analysis of Variance Practical Case studies for Forecasting Tools : Simple Linear regression-Multiple Regression Moving Average Forecasting Methods					
Module:3	Tools for Segmentation and Positioning				
The segmentation process Tools used for segmentation (Theory Only): Factor analysis , Clustering methods , Regression Analysis Differentiation and Positioning : Analytical tools for differentiation and positioning role of Perceptual Maps in segmentation Models for Strategic marketing decision making					
Module:4	New Product Decisions				
Conjoint Analysis for Product Design Forecasting Sales of New products Advertising : Measuring the effectiveness of Advertising Media Selection models Channel Decision: Marketing Channel Decision models and tools Pricing: Price Bundling Price Skimming and Sales					
Module:5	Customer Analytics				
Customer centricity Consumer psychology introduction - Customer metrics: Customer Lifetime Value Analysis, Customer experience, Customer loyalty, Churn rate, Revenue per Customer, share of wallet - Customer choice case discussion-Market basket analysis and RFM Analysis.					
Module:6	Marketing Metrics				
Introduction to marketing metrics - Functional Marketing Measurement : Channel Management , Advertising Effectiveness ,Promotion Effectiveness - Result oriented metrics: Market Share, Brand equity, Profitability - ROMI Models					
Module:7	Promotion analytics & Pricing				
Campaign effectiveness - Shopper behavior - Profitable promotions - Recommender System - Demand Forecasting & Pricing - Product information management and price classification					
	Total Lecture hours				120 hours

Text Book(s)			
1.	Wayne L. Winston, Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley, 2014.		
Reference Books			
1.	Stephan Sorger (2013). Marketing Analytics, Pearson Prentice Hall.		
2.	Paul W. Farris (2010). Marketing Metrics, Pearson Education.		
3.	Gary L. Lilien (2004). Marketing Engineering: Computer-Assisted Marketing Analysis and Planning, Pearson Education, USA.		
Mode of Evaluation: Continuous Assessment Tests, Seminars, Quiz, Assignments, Final Assessment Test.			
Recommended by Board of Studies		16-10-2023	
Approved by Academic Council		No. 72	Date 13-12-2023