Marwadi University

PROGRAM	Master of Business Administration (MBA)
SEMESTER	3
COURSE TITLE	Analytic for Marketing Management
COURSE CODE	04MB0314
COURSE CREDITS	3
COURSE DURATION	42 Hrs (42 Sessions of 60 Minutes Each)

COURSE OUTCOMES:

- ❖ Understand the decision-making process and the role of Marketing Analytics as a decision support tool in an organization.
- ❖ Choose appropriate tools/techniques to summarize marketing data.
- ❖ Propose optimum price of the product to maximize profit.
- ❖ Distinguish customers with the use of cluster analysis and collaborative filtering of markets.
- ❖ Examine the *S* curve to estimate the sales of new product

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
Unit I	Introduction to Analytics: Marketing Analytics as an enabler of Marketing Strategy. MARKETING STRATEGY: Market Segmentation and Product Positioning, Market Segmentation, Market Targeting, Target Market Strategies, Product Positioning and Differentiation, Choosing a Differentiation and Positioning Strategy. Use of cluster analysis and collaborative filtering for market segmentation. case study	05
Unit-II	Product Analytics: Pricing Analytics (Pricing and Revenue Management) Pricing, Estimating Demand Curves and Optimize Price, Price Bundling, Non Linear Pricing and Price Skimming, Assortment Optimization: Panel and Point-of-Sale data, Customer meets product, A retailer's nightmare: shelf-space optimization, Site-to-store, Product meets customer, case study	10
Unit III	Customer Analytics: Loyalty Data, Market Basket Analysis, Market-Basket Data, Product Affinities, Use of S curve for new product, Customer Value Analysis, Customer Lifetime Value, Conjoint Analysis, case study	10
Unit IV	Channel Analytics: Web Analytics, Online Data, Marketing Budget Optimization Across Channels., Advertising and Promotion Analytics, Data Mining and Social Media, Web and Social Media Analytics, RFM Analysis, case study	10
Unit V	Using Excel to Summarize Marketing Data, Slicing and Dicing Marketing Data with PivotTables, Excel Charts to Summarize Marketing Data, Excel Functions to Summarize Marketing Data, Introduction to R, Text Analytics, case study	07

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the schemegiven below:

	Component	Weight age
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ Practical Record / Practical Examination etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination (Practical / Viva)	50% (External Assessment)

SUGGESTED READINGS
Textbooks:

Sr. No.	Author/s	Name of the Book	Publisher	Edition &Year
T-01	Wayne L Winston	Marketing Analytics:Data Driven Techniqueswith Microsoft Excel	Wiley	First edition - 2014
T-02	Chapman, Christopher N.,McDonnell Feit, Elea	R for Marketing Researchand Analytics	Springer	Latest edition
T-03	Erik Haugom	Essentials of Pricing Analytics: Tools and Implementation with Excel	Routledge	1st edition,2021
T-04	Thomas T. Nagle & Georg Muller	The Strategy and tactics of Pricing: A Guide to Growing More Profitability	Routledge.	6th edition.2018

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
R-01	Jaiwei Ham and Micheline Kamber	Data Mining concepts and techniques	Kauffmann Publishers 2006	Latest edition
R-02	Field A., Miles J. & Field Z. (2012)	Discovering Statistics Using R.	Sage. p.	1st edition
R-03	Avinash Kaushik	Web Analytics 2.0: TheArt of Online Accountability and Science of Customer Centricity	John Wiley & Sons;	2009
R-04	Robert L. Phillips	Pricing and Revenue Optimization	Stanford Business Book,2005	Latest edition