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| **PROGRAM** | **Master of Business Administration (Business Analytics)** |
| **SEMESTER** | **III** |
| **COURSE TITLE** | **Marketing Analytics** |
| **COURSE CODE** | **04MB0365** |
| **COURSE CREDITS** | **3** |
| **COURSE DURATION** | **42 Hours (42 sessions of 60 minutes each)** |

**COURSE OUTCOMES:**

* Interpret the importance of analytics in the various functional areas of marketing.
* Execute various statistical tools & techniques used in marketing analytics.
* Evaluating the skill of identifying, analyzing the marketing functions’ related data and interpreting the output & results with their marketing implications.
* Develop the ability to understand and apply the concepts of marketing analytics by its integration with the overall strategy of the businesses.
* Execute practical usage of the various software/platforms used for marketing analytics.

**COURSE CONTENTS:**

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| **Unit No** | **Unit / Sub Unit** | **Sessions** |
| **I** | **Descriptive Statistics and Graphical Presentation of Marketing** Data Continuous, Discrete and Categorical Variables in Marketing Data, Measures of central tendency, Chart preparation, Cross tabulation and Interpretation. Basic analysis of qualitative data. | **7** |
| **II** | **Customer Segmentation and Clustering Customer Segmentation**-  Basis and Objectives, What is clustering? Importance and scope of Clustering in Marketing Management. Techniques of Clustering (Two-Steps Clustering, K-Means clustering etc.) Cluster Analysis as a decision-making tool.  **Introduction to Discriminant Analysis & Market Basket Analysis** | **10** |
| **III** | **Sales Forecasting-**Data preparation (Moving averages, exponential smoothing etc.) for forecasting, Time Series Analysis , Simple & Multiple Regression Analysis with its applications in sales forecasting, Binary Logistics Regression Model & **basics** of advanced predictive modeling. Conjoint Analysis for New Product Development | **10** |
| **IV** | **Customer Retention Analysis, Techniques of Customer Retention Analysis.**  Social Media Analytics(Data Visualization, Natural Language Processing, Word Cloud, Sentiment Analysis) | **7** |
| **V** | **Multidimensional Scaling & Its application in Marketing Decision Making Perceptual Mapping & Marketing Model Building.**  Introduction to Contemporary Online Platforms/Software used in Big data analytics and Marketing analytics | **8** |

**EVALUATION:**

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

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

**SUGGESTED READINGS:**

**Text Books:**

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| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition and Year** |
| **T-01** | **Giri, Arunangshu** | Applied Marketing Analytics Using SPSS Modeler Statistics & AMOS Graphics | **PHI** | 2020 First |
| **T-02** | Wayne Winston | Marketing Analytics | Willey | 2014 First |