

COURSE TITLE	MARKETING ANALYTICS
COURSE CODE	04MB0459
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Analyze consumer behavior and marketing data using appropriate analytical tools to derive actionable insights for strategic decision-making.
- 2 Apply advanced analytical techniques, such as predictive modeling and market basket analysis, to evaluate and optimize marketing campaigns effectively.
- 3 Synthesize data visualization techniques to present complex marketing analytics findings clearly and compellingly to stakeholders.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Marketing Analytics Overview of Marketing Analytics: Definition, importance, and evolution in the digital age., Data Types and Sources: Understanding quantitative vs. qualitative data, primary vs. secondary data, and internal vs. external sources., Data Collection Methods: Surveys, focus groups, social media analytics, and web analytics., Analytical Tools and Techniques: Introduction to key tools (e.g., Excel, Google Analytics, CRM systems) and techniques (e.g., descriptive statistics, segmentation analysis)., Consumer Behavior Analytics: Analyzing customer data to understand behavior, preferences, and purchasing patterns.	15

Contents : Unit	Topics	Contact Hours
2	Advanced Analytical Techniques and Applications Predictive Analytics: Analyze predictive models to forecast trends and behaviors, focusing on data-driven decision-making and risk mitigation in business processes., Market Basket Analysis: Evaluate market basket analysis techniques to identify consumer purchasing patterns and optimize product placement and recommendation strategies., Campaign Analysis: Critically evaluate campaign performance metrics to assess effectiveness, ROI, and audience engagement, using data-driven insights to optimize future marketing strategies. Evaluating the effectiveness of marketing. Campaigns through metrics like ROI, conversion rates, and A/B testing., Social Media and Sentiment Analysis: Assess social media sentiment analysis tools to interpret consumer attitudes and inform strategic brand positioning and engagement., Data Visualization and Reporting: Examine data visualization and reporting methods to effectively communicate complex data insights and support evidence-based business decisions.	15
Total Hours		30

Textbook :

- 1 Marketing Analytics: Strategic Models and Metrics, Rajkumar Venkatesan, Wiley, 2017
- 2 Marketing Models, Lilien, Kotler, Moorthy, Prentice Hall, 2003
- 3 Marketing Analytics: Data-Driven Techniques, Jitesh J. Thakkar, Oxford University Press, 2021
- 4 Marketing Analytics: Strategic Decision Making, Stephan Sorger, Pearson Education, 2013

References:

- 1 Marketing Analytics, Marketing Analytics, Neeraj Kumar, Cengage Learning, 2018
- 2 Digital Marketing Analytics, Digital Marketing Analytics, Chuck Hemann, Ken Burbary, Que Publishing, 2018

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	20.00	20.00	20.00	20.00

Instructional Method:

- 1 PPT, Board work, Case study,

