**MBA419: MARKETING ANALYTICS**

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| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 4 hrs./Week | Class Test -12Marks |
| Tutorials: 1 hrs./Week | Teachers Assessment - 6Marks  Attendance – 12 Marks |
| Credits: 4 | End Semester Exam – 70 marks |

Hours:40

UNIT I(10 Hrs): Segmentation Analytics: Market Segmentation Variables, Market Segmentation Types, Marketing Data Landscape, Data for Segmentation, Analytics for Need Based Segmentation - Voice of the Customer, Managing “Voice of the Customer” Data, Customer Co-Creation, RFM Analysis, Life Cycle Segmentation, Cross Tabulation Segmentation, Regression based segmentation, Clustering, Conjoint Analysis Segmentation, The Cluster Analysis + Discriminant Analysis Approach

UNIT II(10 Hrs): Approaches to Choosing Target Segment/s: Rationale for Segment Targeting, Analytics for Perceptual Mapping and Product Positioning, Product Positioning, Multi Dimensional Scaling (MDS) and Factor Analysis, Relevance of Mapping for Product Positioning, Preference Mapping, Incorporating Preferences in Perceptual Mapping.  
Analytics for Product/Service Design: The Relevance of Trade-off Approaches, Conjoint Analysis, Approaches to Conjoint Analysis, Interpreting Conjoint Results, Optimizing Design using Conjoint Results.

UNIT III(10 Hrs): Analytics for Tracking Customer Growth: Rationale for Customer Analytics, Customer acquisition cost, Customer Churn, Customer Attrition models, Customer lifetime value, Net promoter score, Calculating the number of new customers, Calculating average customer age & Days to convert, Calculating customer acquisition cost & Average purchases, Calculating touch points & Lead conversion, Analysing age demographics, First contact with customer, Customer satisfaction, Understanding customer engagement, Diffusion Models - The Bass Model.

UNIT IV(10 Hrs): Modelling New Marketing Initiatives: Introduction to modelling, Evaluating new ad channels, Modelling tips and best practices, Projecting ad revenue, Projecting organic follower revenue, Projecting expenses, Calculating net profit and breakeven, Understanding ROI, Calculating returns, Creating a single-variable sensitivity table, Creating a multi-variable sensitivity table. (5+1)

Suggested Text Books:

1. Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wayne L. Winston
2. Marketing Analytics: Strategic Models and Metrics, Stephan Sorger
3. Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques, Mike Grigsby
4. Cutting-edge Marketing Analytics: Real World Cases and Data Sets for Hands on Learning, Paul Farris, Rajkumar Venkatesan, and Ronald T. Wilcox

Course outcomes: On successful completion of the course the learner will be able to

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|  | ***COURSE OUTCOMES DESCRIPTION*** |
| ***CO1*** | DESCRIBE the use of Voice of the Customer data in making data driven marketing decisions |
| ***CO2*** | DEMONSTRATE an understanding of utility theory to measure customer preferences and choices. |
| ***CO3*** | IDENTIFY what customers’ value in a product, and assess what they are willing to pay for it. |
| ***CO4*** | ILLUSTRATE the use of various tools and frameworks to solve strategic marketing problems using marketing data. |
| ***CO5*** | DETERMINE the most effective target markets. |
| ***CO6*** | DESIGN a study that incorporates the key tools of Marketing Analytics. |