



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

MARKETING ANALYTICS								
IV Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBD47	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Marketing Management								

I. COURSE OVERVIEW:

Marketing Analytics course offers a comprehensive exploration of analytics tools and techniques for effective decision-making in marketing. Participants will learn to leverage MS Excel for organizing and summarizing marketing data, delve into customer analytics, pricing strategies, segmentation techniques, and promotion analytics.

II. OBJECTIVES:

The students will try to learn:

- I. The fundamentals of marketing analytics.
- II. The scope of MS Excel for conduction of marketing analytics.
- III. The importance of management of customer expectations through marketing analytics.
- IV. The usage of marketing analytics for product pricing.
- V. The various market segmentation methods and advertising using marketing analytics.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Discuss about the definition, scope, and need for marketing analytics. Explore the adoption and application of marketing analytics, differentiating it from marketing research.
- CO2 Illustrate the methods of summarizing revenue data, slicing and dicing data, and demographic analysis.
- CO3 Summarize the customer journey mapping, tracking customer experience metrics, and building customer personas.
- CO4 Describe the conjoint analysis, customer lifetime value, and conduct sensitivity analysis for customer retention.
- CO5 Evaluate the pricing goals, price elasticity, and estimating demand curves.
- CO6 Demonstrate the cluster analysis for segmentation, use decision trees, and apply conjoint analysis for market segmentation.

IV. COURSE CONTENT:

MODULE-I- Introduction to Marketing Analytics- Classes (05)

Definition, need and scope of marketing analytics, marketing analytics vs marketing research, levels in marketing analytics, adoption and application of marketing analytics, marketing analytics and business intelligence. MS excel as a tool for conduction of marketing analytics. Using ms excel to organize and summarize marketing data: creation of pivot tables and organizing data.

MODULE -II- Summarizing Marketing Data (10)

Summarizing revenue data: month-wise and product-wise. Slicing & dicing of data: pareto principle, report filters and slicers. Demographic analysis: analyzing sales data by age, gender, income and location, construction of crosstabs of two demographic variables. Using getpivot function for pulling data. Adding data labels and data tables.

MODULE -III-Customer Analytics (10)

Customer journey mapping and the process of mapping (how to). Metrics for tracking customer experience: customer feedback metrics & behavior derived customer metrics. Customer persona, building a customer persona and its benefits, parts of buyer persona.

What customer wants: using conjoint analysis for levels in consumer decision process in product choices and product attributes. Customer lifetime value (clv). Calculating customer lifetime value: creating the basic customer value template, measuring sensitivity analysis with two-way tables, estimating the chance if customer is still active.

MODULE –IV-Pricing Analytics (10)

Pricing, goals of pricing, price elasticity, estimating linear and power demand curves, using excel solver to optimize price, incorporating complementary products, using solver table to price multiple products and finding demand curve for all products. Price bundling, bundling prices to extract consumer surplus, mixed bundling, using evolutionary solver to find optimal bundle prices. Price skimming.

MODULE -V- Segmentation & Promotion Analytics (10)

Segmentation analytics: cluster analysis and its applications, location-wise clustering, using solver to find optimal clusters. Using conjoint analysis to segment a market, using decision trees for segmenting the market. Promotion analytics: promotions and types of promotions, discounting & types of discounting. Measuring the effectiveness of advertising: the ad stock model. Media selection models: linear media allocation model, quantity discounts, Monte Carlo media allocation simulation. Pay per click advertising.

V. TEXT BOOKS:

1. Seema Gupta & Avadhoot Jathar, Marketing Analytics, Wiley, 2021.
2. Wayne L. Winston, “Marketing Analytics: Data Driven Techniques with Microsoft Excel”, 2014.
3. Chuck Hermann, Ken Burbary, “Digital Marketing Analytics”, Que Publishing, 2e, 2018.
4. Moustusy Maity and Pavankumar Gurazada, “Marketing Analytics for Strategic Decision Making”, Oxford Higher education, 2021.

VI. REFERENCE BOOKS:

1. Mike Grigsby, Marketing Analytics, Kogan Page, 2015.
2. Robert Kozielski, Measuring Marketing Analytics, Emerald Publishing, 2018.

VII. WEB REFERENCES:

1. https://d1.islamhouse.com/data/en/ih_books/single/en_Consumer_Behavior.pdf
2. <http://www.ijcrar.com/vol-2-9/Pinki%20Rani.pdf>

VIII. E-TEXT BOOKS:

1. http://www.pondiuni.edu.in/storage/dde/downloads/markiii_cb.pdf
2. <http://nptel.ac.in/courses/110105029/pdf%20sahany/Module-1-1.pdf>