

Marketing Specialization Subjects

Course Title: Business Analytics in Marketing

Course Code: 15MB62M5

SEM IV/YEAR II

L-T-P : 3-0-0

CREDITS: 3

COURSE OUTCOMES

After completion of this course, the student will be able to

1. Understand and analyze customer data.
2. Analyze and interpret marketing data through various methodologies.
3. Make data-driven managerial decisions.
4. Communicate research findings in the language of decision makers

SYLLABUS

Introduction to Analytics: Marketing Analytics as an enabler of Marketing Strategy - Statistical Foundations of Marketing - Descriptive Statistics - Distributions - General Linear Models – Optimization. Pricing and Revenue Management: Point-of-sale Data - Deciding on the “Right” Pricing Approach/Strategic Pricing - Implementing tools to support pricing strategy - Managing the prices to meet revenue goals/Tactical Pricing Session, Assortment Optimization: Panel and Point-of-Sale data - Customer meets product - A retailer’s nightmare: shelf-space optimization - Site-to-store - Product meets customer. Customer Lifetime Value: Loyalty Data - What is a customer’s lifetime? - How can we predict it? Market Basket Analysis: Market Basket Data - Product Affinities Web Analytics: Online Data - Managing the online real estate - The “cloud”. Marketing Budget Optimization Across Channels - Search Engine Marketing versus Search Engine Optimization - Managing the Delivery of Analytics Projects - Client is always right Session - Future of Marketing Analytics

RECOMMENDED TEXT BOOK

Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know, Author Mark Jeffery, ISBN 0470504544.

REFERENCE BOOK

Data Mining for the Masses, Author Dr. Matthew A. North, ISBN 0615684378