

DSEM04 –Marketing Analytics

Masters of Commerce
Semester III
DSE – Elective Paper
Marketing Analytics

Course Type/ Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Pre-requisites
DSEM04	Marketing Analytics	3	1	0	4	NIL

Objective: The course will provide learners a strong foundation in marketing analytics in order to handle diversified marketing data, build advanced analytical models and deliver effective visualization product and comprehensive reports.

Learning Outcomes: After completion of this course, the student should be able to:

- Comprehend the concept of marketing analytics and various analytical modelling.
- Understand the marketing segmentation and various business strategy.
- Understand the dynamics of product, service and price analytics.
- Evaluate the promotion budget and allocation.
- Understand the analytics in action

Contents:

Unit I (11 Hours)

Concept of marketing analytics, marketing analytics vs. marketing research, analytical modelling and metrics in marketing, Marketing Insight: sources of market data, market sizing, porter five forces analysis, stages in marketing analytics process; descriptive, predictive and prescriptive analytics; STEEPLE model.

Unit II (10 Hours)

Market segmentation: market segmentation, target market, marketing positioning. Business strategy: strategic scenarios and strategic decision models, business forecasting, predictive analytics in marketing, data mining, balanced scorecard, critical success factors.

Unit III (12 Hours)

Product and Service Analytics: Conjoint analysis, portfolio resource allocation, decision tree models, product and service metrics, attribute preference testing. Price analytics: pricing techniques and assessments, price metrics, profitable pricing, price discrimination, Promotion Analytics: Promotion budget estimation and allocation, promotion metrics for traditional and social media marketing.

Unit IV

(12 Hours)

Distribution Analytics: Designing distribution channel, channel evaluation and selection, managing conflicts and control in channels, Sales Analytics: Consumer sales process, e-commerce sales model, prescriptive marketing sales metrics, profitability metrics, support metrics. Analytics in Action: Rapid decision models, metrics in marketing campaigns, excel excellence, data driven presentations.

Tutorial Exercise:

The students shall be asked to work on real or simulated marketing datasets to calculate key metrics such as Customer Lifetime Value (CLV), conversion rate, ROI and market share. They will analyze consumer segments, perform promotional campaign comparisons using basic analytical tools and create a simple marketing dashboard or report to support decision-making.

Suggested Readings:

- Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). Marketing (14th ed.). Mc Graw Hill.
- Grewal, D., & Levy, M. (2022). Marketing (8th ed.). McGraw-Hill Education.
- Kapoor, N. (2021) Principles of Marketing, Prentice Hall of India.
- Kotler, P., Armstrong, G. & Agnihotri, P. (2018). Principles of Marketing (17th Edition), Pearson Education. Indian edition.
- Kotler, P., Keller, K L., & Chernev, A. (2022). Marketing Management (16th Edition) Pearson Education.
- Sharma, K., & Swati Aggarwal. (2021). Principles of Marketing. Taxmann Publications
- Sorger, S. (2013), Marketing Analytics: Strategic Models and Metrics, Admiral Press.
- Winston, W.L. (2014), Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley, First Edition.