

MARKETING ANALYTICS
MBA BATCH: 2016-18 / TRIMESTER: IV
AMRITA VISHWA VIDYAPEETHAM (UNIVERSITY)
DEPARTMENT OF MANAGEMENT, BENGALURU CAMPUS

INSTRUCTOR AND CONTACT INFORMATION

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COURSE OBJECTIVE

To provide 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

The course covers a reasonable curriculum in marketing analytics
At the end of the course the student should be able to

1. Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources
2. Know how to use marketing analytics to develop predictive marketing dashboard for organization
4. Analyse data and develop insights from it to address strategic marketing challenges

COURSE DESCRIPTION

The course is an application oriented one and most of the exercises have to be done with case studies. During the course basic concepts regarding marketing metric will be revised and applied using industrial data. Various capabilities of R environment and computational routines in R for marketing metric will be introduced in a comprehensive manner.

REQUIRED COURSE MATERIALS AND READINGS

Venkatesan Rajkumar, Farris Paul and Wilcox Ronald T (2014), "Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands on Learning", Pearson Education, ISBN- 0133552578

OPTIONAL COURSE MATERIALS & READINGS (CASES, ARTICLES, REPORTS ETC)

Brea Cesar (2014), “Marketing and Sales Analytics: Proven Techniques and Powerful Applications from Industry Leaders”, FT Press, ISBN-0133761711

Chapman Christopher N, Feit Elea McDonnell (2015), “R for Marketing Research and Analytics”, Springer, ISBN-3319144367

Emmett Cox (2012), “Retail Analytics: The Secret Weapon”, Wiley, ISBN- 978-1-118-09984-1

Fok Dennis (2003), “Advanced Econometric Marketing Models”, ERIM, ISBN 90–5892–049-6

Grigsby Mike (2015), “Marketing Analytics: A Practical Guide to Real Marketing Science”, Kogan Page Publishers, ISBN- 0749474181

Lilien Gary L, Kotler Philip, Moorthy K. Sridhar (1992), “Marketing Models”, Prentice-Hall, ISBN-0135446449

Mireles Carlos Hernández (2010), “Marketing Modeling for New Products”, ERIM, ISBN 978-90-5892-237-3

Rackley Jerry (2015), “Marketing Analytics Roadmap: Methods, Metrics, and Tools”, Apress, ISBN- 1484202597

EVALUATION CRITERIA

Assignments & final Project, Mid term and End term examinations

Components and Weights

Components	Weightage (%)
Assignments and final projects	30%
Midterm Exam	30%
End term	40%
Total	100%

DETAILS OF SESSION: TENTATIVE COURSE SCHEDULE

SESSION NO.	TOPICS TO BE COVERED	ASSIGNED READING, CASE DISCUSSION, ASSIGNMENTS
1 to 2	1. Introduction, basic marketing models, Analytical framework for marketing models	
3 to 8	1.Product Analytics, Price and Promotion, Price recommendation (own and cross price elasticity). Modeling segmentation and Pricing, Market Basket Analysis	1.Portland and Trail Blazers
9 to 12	2. Marketing-Mix Analytics Measuring ROI, MROI, advertisement elasticity.	2.SVEDKA vodka
13 to 18	3. Customer Analytics Survival Analysis, Analysing customer life time value. Predicting customer retention and profit, Choice modeling	3.Netflix: The Customer Strikes Back
19 to 22	4. Digital Analytics Planning search engine marketing and mobile marketing	4.Ohio Art Company 5.Cardagin: Local Mobile Reward
23 to 28	5. Resource Allocation Planning and modelling resource allocation in the organization	6.Dunia Finance LLC

ANY OTHER SPECIFIC RULES

Students have to bring their laptops installed with R and R Studio. Download R from <http://cran.r-project.org/> and R Studio from <http://www.rstudio.com/products/rstudio/download/>

Sharing computers are not allowed. They should make their own arrangement for charging the laptops.