



Sub Committee for Curriculum Development

Marketing Specialization

Course Name: Business Analytics for Marketing

Course Code: T2612

Number of Credits: 2

Level: 4

Learning Objectives:

1. Provide students with an understanding of the role that analytical techniques and computer models can play in enhancing marketing decision making in modern enterprises.
2. Improve students' skill in viewing marketing processes and relationships systematically and analytically.
3. Expose students to live examples demonstrating the value of the analytical approach to marketing decision-making.

Pedagogy:

1. Lecture
2. Case Study
3. Projects
4. Group Presentation

Pre-learning:

1. Statistics for Business
2. Marketing Research

Course Outline

Sr. No.	Topic	Hours
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1	Introduction to Marketing Analytics – Syllabus Review	2
2	Segmentation and Targeting – How can market segments be identified and distinguished Cluster Analysis and Discriminant Analysis	4
3	Positioning – How do consumers perceive brands in a market. How can a product differentiate itself on key perceptual dimensions Multidimensional Scaling/Perceptual Mapping	2
4	New Product Development – Which of the available features should a new product include Conjoint Analysis	3
5	Customer Value Assessment – What is the life time value of a customer Logit and Probit Models	3
6	Service Quality Management - How can the service quality be determined for various industries SERVQUAL Models	2
7	Budgeting for Advertising - How does the market respond to advertising? How should advertising rupees be allocated over time? Time Series Analysis	4
8	Sales Force Management - How should salesforce size be determined? • How should the salesforce be allocated to multiple products and distribution channels? Simulation Models	3
9	Big Data Panel Data and Scanner Data	4
10	Demand Forecasting and Trending Time Series Analysis	3
	Total	30

Textbooks and Reference Material:

1. Gary L. Lilien, Arvind Rangaswamy and Arnand DBruyn (2013), Principles of Marketing Engineering, Trafford Publishers.
2. Lilien, Kotler, and Moorthy, Marketing Models (Prentice Hall)
3. Rajkumar Venkatesan, Paul Ferris and Ronald Wilcox (2013), Cutting Edge Marketing Analytics : Real world cases and data sets for hands on learning.