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
3. 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

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


EVALUATION CRITERIA

Assignments & final Project, Mid term and End term examinations

Components and Weights

<table>
<thead>
<tr>
<th>Components</th>
<th>Weightage (%)</th>
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<tbody>
<tr>
<td>Assignments and final projects</td>
<td>30%</td>
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<tr>
<td>Midterm Exam</td>
<td>30%</td>
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<td>End term</td>
<td>40%</td>
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<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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## DETAILS OF SESSION: TENTATIVE COURSE SCHEDULE

<table>
<thead>
<tr>
<th>SESSION NO.</th>
<th>TOPICS TO BE COVERED</th>
<th>ASSIGNED READING, CASE DISCUSSION, ASSIGNMENTS</th>
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<tbody>
<tr>
<td>1 to 2</td>
<td>1. Introduction, basic marketing models, Analytical framework for marketing models</td>
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<td>9 to 12</td>
<td>2. Marketing-Mix Analytics Measuring ROI, MROI, advertisement elasticity.</td>
<td>2. SVEDKA vodka</td>
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<td>19 to 22</td>
<td>4. Digital Analytics Planning search engine marketing and mobile marketing</td>
<td>4. Ohio Art Company 5. Cardagin: Local Mobile Reward</td>
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<td>23 to 28</td>
<td>5. Resource Allocation Planning and modelling resource allocation in the organization</td>
<td>6. Dania Finance LLC</td>
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### ANY OTHER SPECIFIC RULES


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