

# Marketing Analytics

## Name of the Course: Marketing Analytics

Faculty: Prof. Manish Gangwar

### *COURSE OBJECTIVE:*

In today's highly interconnected world regardless of how innovative and high quality, firm's products are, their profitability depends critically on how those products are marketed to different consumers. How do managers know which customers are profitable? How do managers know what customers value and what they are willing to pay for? This is where the critical role of marketing analytics comes in. The objective of this course is to provide practical answers – through use of analytical tools and techniques – for developing successful strategies for managing customers and products. Broadly, we will focus on two topics: i) understanding what and how much, consumers value in products and services, and ii) who are profitable customers.

In addition to the above objectives, the course will address the following programme goals.

Critical Thinking and Integrative Thinking: Demonstrate an ability to identify the central problem/issue, despite limited or overwhelming information, draw and assess recommendations using a perspective that integrates both functional (i.e. business functions) and relevant external information, and deploy them effectively to solve business problems.

### *RECOMMENDED TEXTBOOK*

- Marketing Data Science by Thomas W. Miller

### *PRE- READINGS AND ASSIGNMENTS FOR THE CLASS:*

It is highly recommended to read the assigned material before the commencement of classes. This will enable you to come prepared to the class and will help you grasp the subject better and thereby leaving more time to discuss relevant practical issues during the class.

### *GRADING COMPONENTS:*

Grading Component	Percentage of the final grade	coding scheme
In Class Quiz/Exercises	20%	4N
Assignments	40%	0N
Final Exam (as per ASA)	40%	4N

*ASA will allot you in to groups find your group members in advance.*

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## *Tentative Session Schedule*

Session	Topics covered
Session 1	Understanding Value (Consumer Perspective)
Session 2	Quantifying Consumer Preferences
Session 3	Segmentation and Targeting
Session 4	Customer Life Time Value
Session 5	Churn and Retention Models

### **AS A GENERAL RULE:**

- Students are responsible for submitting original work that reflects their own effort and interpretation. Remember that any submission should be your own work and should not be copied in part or verbatim from any other source whether external or internal.
  - An honor code violation is an honor code violation. A violation under coding scheme 0N is not less severe than others. A 0N coding scheme submission is judged against a 0N coding scheme, and a 4N coding scheme submission is judged against a 4N coding scheme; therefore, any honor code violation is equally severe irrespective of the coding scheme of the submission.
  - Students can discuss cases and assignments with the course instructor and the Academic Associate for the course.
  - Required and recommended textbooks for the course and the course pack can be used to answer any individual or group assignment.
  - Referring of Solution Manual for any Books will not be allowed and considered a violation.
  - Although not all submissions may be subject to academic plagiarism checker (e.g. turn-it-in), in retrospect, if the Honour Code committee feels the need, any of the previous submissions of an individual or a group can be subjected to turn-it-in or any other academic plagiarism checker technology.
  - When in doubt, the student should contact the instructor for clarifications.
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