

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM15 MBM5SEMM15 MFB5SEMM15
Course Title	Marketing Models

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Explain key issues in marketing modeling.
2. Apply stochastic techniques to marketing decisions.
3. Develop the models for marketing mix.

Syllabus

Teaching Hours

<p>Unit I: Introduction to Marketing Models</p> <ul style="list-style-type: none"> • Introduction to Modeling • Basic Stochastic Models • Modeling in Marketing 	05
<p>Unit II: Type of Marketing Models</p> <ul style="list-style-type: none"> • Theoretical Models • Behavioural Models • Decision Models 	07
<p>Unit III: Marketing Models</p> <ul style="list-style-type: none"> • Models of Consumer behaviour • Models of product and brand decisions. • Models of pricing decisions. • Models of communication mix • Models of sales force decisions. • Models of channel decisions • Models of Marketing Mix 	18

Suggested Readings:

1. Gary, L., Kolter, P., & Moorthy K., Marketing Models. Phi Learning.
2. Iacobucci D., Marketing Models: Multivariate Statistics and Marketing Analytics, Create Space Independent Publishing Platform.
3. Wierenga, B., Handbook of Marketing Decision Models. Springer.

w.e.f. Academic Year 2019-20 and onwards