

NIRMA UNIVERSITY

Institute:	Institute of Management
Name of Programme:	Executive Diploma Programme (Business Analytics)
Course Code:	EDP0SLMM01
Course Title:	Marketing Analytics
Course Type:	Core
Year of introduction:	2021-22

Credit Scheme

L	T	Practical component				C
		LPW	PW	W	S	
2	0	0	0	0	0	2

Course Learning Outcomes (CLO):

After the successful completion of the course, students will be able to:

1. Identify the role and scope of marketing analytics in planning marketing strategies.
2. Assessing marketing analytics to achieve marketing objectives effectively.
3. Develop marketing analytics skills

Syllabus:

Total Teaching Hours: 20

Unit	Syllabus	Teaching hours
Unit-I	Analysing Marketing Environment <ul style="list-style-type: none"> • Scope of marketing and marketing analytics • Analysing Marketing environment • Analysing Marketing data and demand forecasting 	4
Unit-II	Customer Analytics <ul style="list-style-type: none"> • Segmentation and Positioning Analysis • Customer Lifetime Value 	4
Unit-III	Marketing Mix Analytics <ul style="list-style-type: none"> • Product Analytics • Pricing Analytics • Place and Retail Analytics • Promotion Analytics 	8
Unit-IV	Digital Analytics <ul style="list-style-type: none"> • Web Analytics • Social Media Analytics • Tools for Web and Digital Analytics 	4

- Suggested Readings/ References:
1. Grigsby, Mike. *Marketing Analytics: A Practical Guide to Real Marketing Science*. KoganPage.
 2. Sorger, Stephan. *Marketing Analytics: Strategic Models and Metrics*. Admiral Press.
 3. Venkatesan, Rajkumar. *Marketing Analytics: Essential Tool for Data-Driven Decision*. Darden Business Series.
 4. Winston, W L. *Marketing Analytics: Data-Driven Techniques with Microsoft Excel*. Wiley.

L=Lecture, T=Tutorial, P=Practical, C=Credit

w.e.f. Academic Year 2021-22 and onwards