

Course Type	Course Code	Name of Course	L	T	P	Credit
DE	NMSD530	Marketing Analytics	3	0	0	3
<b>Course Objective</b>						
This course intend to impart students how to build realistic and actionable models of marketing actions and customer reactions by collecting, using different type of data and applying different quantitative and qualitative methods to validate the marketing strategy designs and its implementation. This will be a hands-on course based on the different software like, EXCEL, SPSS, SYSTAT, STATA etc., which will be applied by the students to study the actual business situations.						
<b>Learning Outcomes</b>						
This course will strengthen and refine the analytical abilities of students by introducing various marketing analytics tools for developing marketing insights in areas which include segmentation, targeting and positioning, satisfaction management, customer lifetime analysis, customer choice, customer behavior and intention, and product and price decisions etc.						

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1	Introduction to Multivariate statistics and marketing analytics	4	The students will get a comprehensive understanding about the multivariate statistics in marketing context.
2	Measuring customer attitudes and factor analysis	4	This section deals with the application of factor analysis like, customer attitude measurement.
3	Regression analysis and relationship estimation	4	The students will learn about the explanatory model and relationship estimation using multi variate regression analysis.
4	Brand choice and logit models	4	The application of logistic regression to ascertain the customers' likelihood to behave in marketing environment.
5	ROMI (Return on Marketing Investment), experiments and ANOVA- promotional mix effectiveness	6	The students will learn various designs of experiments to examine the causal relationship in marketing environment.
6	Segmentation and cluster analysis	5	This section deals with application of cluster analysis for market segmentation and as a classification tool.
7	New products and part worth estimation using conjoint analysis	4	The students will learn to analyze the customers' preference using conjoint technique.
8	Drivers of customer satisfaction and path models	6	This section deals with customer satisfaction analysis using structural equation modelling.
9	Brand positioning- Perceptual maps and multidimensional scaling	5	The students will learn about the brand image analysis using multi-dimensional scaling technique.
	Total Lecture Hour	42	

#### Text Books:

1. *Multivariate Data Analysis* (7<sup>th</sup> Edition), Hair and Anderson, Pearson Pub.
2. *Marketing Research: An applied orientation* (6<sup>th</sup> Edition), Malhotra and Dash, Pearson Pub.

#### References

1. *Doing Statistical Mediation & Moderation*, (13<sup>th</sup> Edition), Paul E. Jose, The Guilford Press, New York, London
2. Software: MS Excel, SPSS, SYSTAT, STATA.