

## **MKT-857 Marketing Analytics**

1. It is very important to realise that the use of analytic techniques in marketing is greatly increased. Jobs are demanding new entrants to come with basic knowledge of modern techniques and will offer better opportunities to people with better skill set. This course will enhance the capacity of our students to work on different marketing analytics techniques and will help out in solving industry related problems using excel and other tools. There is a need for Marketing students to understand the fundamental data driven techniques that market is demanding now-a-days. This course helps students gain a sound understanding of the principles and applications of Marketing Analytics.

### 2. **Objectives**

- a. To understand the basic nature of Marketing Analytics.
- b. To understand the importance of data driven techniques in modern market.
- c. To understand the application of Marketing Analytics and use of different tools that are highly in demand in the industry.

### 3. **Outcomes**

- a. Will demonstrate an understanding of the data driven techniques.
- b. Will assess and appreciate the impact of data driven techniques required by the industry.
- c. Will demonstrate and apply multiple techniques and models of marketing analytics.

### 4. **Content**

- a. Using Excel to summarize marketing data.
- b. Nonlinear Pricing
- c. Estimating demand curves and using Solver to optimise price.
- d. Price Bundling
- e. Price skimming and sales.
- f. Revenue Management
- g. Forecasting
- h. Consumer Demand Analysis

### 5. **Text and reference books**

- a. Database Marketing by Robert Blattberg and Scott Nelsin.
- b. Marketing Analytics by Wayne L. Winston.