GANPAT UNIVERSITY

FACULTY OF MANAGEMENT STUDIES

Programme	MBA	Branch/Spec.	Innovation, Entrepreneurship and Venture Development (Minor Specialization - Strategic Branding, Digital Marketing and Customer Analytics)
Semester	IV	Version	2.0.0.0
Effective from Academic Year	2026-27	Effective for the Batch admitted in	January 2026
Course Code	IVA09AME	Course Name	Applied Marketing Analytics for Entrepreneurial Growth

Teaching Scheme						Examination Scheme (Marks)			
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical			

Pre-requisites

Course Outcomes

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

CO1	To understand the basics of nature and scope of marketing.
CO2	To learn the foundations of Data-Driven marketing, its importance and usage in decision making.
CO3	To learn the concepts of customer analytics and predictive analytics.
CO4	To understand product analytics, product decision making and pricing analytics.
CO5	To learn contemporary tools of marketing analytics.

Theory Syllabus

Unit	Content	Hrs.
1	Nature and Scope of Marketing, Marketing Management-Concepts & Philosophy, Marketing Research – Objectives and Process, Consumer Buying Behavior, Market Segmentation, Targeting and Positioning, Segmenting: Bases and Process, Target Market Selection, Positioning-Nature and Importance, Product Decisions: New Product Development, Branding Decisions, Product Life Cycle & Strategies, Product Differentiation Strategies. Pricing Decisions-Objectives, process and strategies. Distribution and Channel Management – Types, design, and strategies for effective market reach. Integrated Marketing Communication (IMC) – Advertising, sales promotion, public relations, and digital media integration. Digital and Social Media Marketing – Trends, analytics, and consumer engagement strategies. Customer Relationship Management (CRM) – Importance, tools, and strategies for customer retention and loyalty. Marketing Ethics and Social Responsibility – Ethical issues, sustainability, and green marketing practices.	12
2	Foundations of Data-Driven Marketing: Introduction to Marketing Analytics and Data Science, Role of Data in Marketing Decision-Making, Types of Marketing Data: Structured vs. Unstructured, Key Metrics: ROI, CLV, Churn Rate, Engagement Rate, Data Collection Techniques: Surveys, CRM, Social Media, Web Analytics, Ethical Considerations in Marketing Data Usage. Data Visualization and Dashboarding – Tools and techniques for interpreting and presenting marketing data effectively. Predictive Analytics in Marketing – Forecasting customer behavior and market trends using statistical models and machine learning. Segmentation and Targeting through Analytics – Using clustering and data-driven approaches for precision marketing. A/B Testing and Experimentation – Designing and evaluating marketing campaigns for performance optimization, Marketing Attribution	12

	Models – Understanding multi-touch attribution and customer journey analysis for ROI assessment.	
3	Customer Analytics: Understanding Customer Behavior through Data, Segmentation Techniques: RFM Analysis, Clustering (K-Means, Hierarchical), Predictive Analytics for Customer Retention and Churn Prevention, Personalization & Recommendation Systems, Sentiment Analysis and Social Media Listening, Customer Journey Mapping with Data. Customer Lifetime Value (CLV) Modeling – Techniques to estimate and maximize long-term customer profitability. Customer Acquisition and Conversion Analytics – Tracking funnel metrics and optimizing acquisition strategies. Voice of Customer (VoC) and Feedback Analytics – Leveraging surveys, NPS, and text analytics to improve experience. Cross-Selling and Up-Selling Analytics – Using data insights to enhance revenue from existing customers. Ethical and Privacy Considerations in Customer Data Analytics – Responsible use, data protection, and compliance (e.g., GDPR).	12
4	Product Analytics: Product Performance Metrics: Adoption Rate, Retention, Customer Feedback, A/B Testing and Experimentation in Product Decisions, Market Basket Analysis for Cross-Selling & Up-Selling, Demand Forecasting and Sales Trend Analysis, Pricing Analytics: Price Elasticity and Dynamic Pricing Strategies, Customer Reviews & Sentiment Analysis for Product Improvement. Product Portfolio and Cannibalization Analysis – Evaluating product mix performance and inter-product impacts. Feature Usage and Engagement Analytics – Measuring how customers interact with specific product features. Cohort Analysis for Product Retention and Growth Tracking – Identifying patterns among user groups over time. Product Lifecycle Analytics – Data-driven insights across introduction, growth, maturity, and decline stages. Predictive Modeling for New Product Success – Using historical and behavioral data to estimate adoption potential.	12
5	Contemporary Marketing Analytics: Attribution Modeling and Multi-Touchpoint Analysis, Ad Performance Analysis (Google Ads, Facebook, LinkedIn, etc.), SEO & Web Analytics (Google Analytics, Heatmaps, Clickstream Data), Email Marketing Analytics & Conversion Rate Optimization, Marketing Mix Modeling & Budget Optimization, AI & Machine Learning in Marketing: Chatbots, Predictive Targeting, Big Data in Marketing: Cloud Platforms & Data Warehousing, Real-Time Analytics for Digital Marketing, AI-Powered Customer Insights & NLP Applications, Case Studies: Successful Data-Driven Marketing Strategies, Hands-on Project: Analyzing Marketing Data & Building Insights, Future Trends: Generative AI, Voice Search, and IoT in Marketing	12
1		
Practical, assignments and tutorials are based on above syllabus.		
Text Books		
1	Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques by Mike Grigsby	
Reference Books		
1	Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know by Mark Jeffery	
2	Predictive Analytics: The Future of Data-Driven Marketing by Eric Siegel	
3	Competing on Analytics: The New Science of Winning by Thomas H. Davenport and Jeanne G. Harris	
4	Customer Analytics for Dummies by Jeff Sauro	
5	Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World by Chuck Hemann and Ken Burbary	
6	Marketing Data Science: Modeling Techniques in Predictive Analytics with R and Python by Thomas W. Miller	
7	Python for Marketing Research and Analytics by Jason S. Schwarz, Chris Chapman, and Elea McDonnell Feit	
ICT/MOOCs Reference		
1	Coursera: Marketing Analytics – University of Virginia (Darden School of Business)	

2	Udemy: Marketing Analytics: Data Analysis using Excel and Power BI

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3	PSO 4
CO1	2	3	–	–	–	–	2	1	1	2	3	2	–
CO2	3	3	2	–	–	–	3	3	2	3	3	3	–
CO3	3	3	2	–	–	–	3	3	2	3	3	3	–
CO4	3	3	2	–	–	–	3	3	3	3	3	3	–
CO5	3	3	2	–	–	–	3	3	3	3	3	3	–