

| GANPAT UNIVERSITY | | | | | | | | | |
|---|--|---------|------------------|----|-------------------------------------|--------------------|----|-----------|-------|
| FACULTY OF MANAGEMENT STUDIES | | | | | | | | | |
| Programme | Bachelor of Business Administration | | | | Branch/Spec. | Business Analytics | | | |
| Semester | VII | | | | Version | 1.0.0.0 | | | |
| Effective from the Academic Year | | 2026-27 | | | Effective for the Batch admitted in | | | July 2023 | |
| Course Code | 7A04MAA | | Course Name | | Marketing Analytics | | | | |
| Teaching Scheme | | | | | Examination Scheme (Marks) | | | | |
| (Per week) | Lecture (DT) | | Practical (Lab.) | | Total | | CE | SEE | Total |
| | L | TU | P | TW | | | | | |
| Credit | 04 | 00 | 00 | 00 | 04 | Theory | 40 | 60 | 100 |
| Hours | 04 | 00 | 00 | 00 | 04 | Practical | 00 | 00 | 00 |
| Pre-requisites: | | | | | | | | | |
| Students should have basic knowledge of Marketing Management. | | | | | | | | | |
| Course Objective: | | | | | | | | | |
| The course aims at providing fundamental knowledge and exposure to the concepts, theories, and practices in the field of Marketing Analytics. | | | | | | | | | |
| Course Outcomes: | | | | | | | | | |
| On successful completion of the course, the students will be able to: | | | | | | | | | |
| CO1 | understand the role of marketing analytics in managerial decision-making and explain key marketing metrics and data sources. | | | | | | | | |
| CO2 | analyze customer, product, and digital marketing data to support segmentation, targeting, positioning, and promotional decisions. | | | | | | | | |
| CO3 | apply pricing and revenue analytics concepts to evaluate demand patterns and pricing strategies in competitive markets. | | | | | | | | |
| CO4 | interpret sales forecasting and conjoint analysis results to support strategic marketing planning and product design decisions. | | | | | | | | |
| Theory Syllabus | | | | | | | | | |
| Unit | Content | | | | | | | | Hrs. |
| 1 | Foundations of Marketing Analytics and Data-Driven Marketing: Meaning of Marketing Analytics, Scope of Marketing Analytics, Evolution of Marketing Analytics, Role of Analytics in Marketing Decision-Making, Marketing Data Types and Sources (Internal and External), Marketing Metrics and Key Performance Indicators (KPIs), Offline and Digital Marketing Analytics Measures, Marketing Analytics in the Age of Big Data, Ethical Use of Marketing Data, Data Privacy and Protection Laws (Overview), Emerging Trends and Future of Marketing Analytics, | | | | | | | | 15 |
| 2 | Customer, Product, and Digital Marketing Analytics: Customer Analytics and Customer Lifetime Value (CLV), Customer Behavior and Choice Analytics, Market Basket Analysis (Conceptual Understanding), Cross-Selling and Upselling Analytics, Product Performance and Product Analytics, Segmentation, Targeting, and Positioning Analytics, Marketing Mix Analytics, Advertising Analytics, Online Advertising Models: PPC, CPM, CPC, Social Media and Digital Marketing Analytics, | | | | | | | | 15 |
| 3 | Pricing and Revenue Analytics: Introduction to Pricing Analytics, Demand Estimation Concepts, Linear and Power Demand Curves (Conceptual and Graphical), Pricing Optimization Approaches, Psychological and Behavioral Pricing, Pricing of Complementary and Substitute Products, Pricing Multiple Products, Bundling Strategies: Pure and Mixed Bundling, Nonlinear Pricing Strategies, Revenue Management Concepts, | | | | | | | | 15 |
| 4 | Sales Forecasting and Conjoint Analysis: Introduction to Sales Forecasting, Time Series Concepts: Trend and Seasonality, Forecasting Techniques: Moving Averages and Ratio-to-Moving-Average Method, Forecasting Sales of New Products Using S-Curves, Conjoint Analysis: Concept and | | | | | | | | 15 |

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|---------------------------------|--|---------------|-----|-----|-----|-----|-----|-----|-----|----------------|------|------|------|------|------|
| | Managerial Relevance, Steps in Conjoint Analysis, Applications of Conjoint Analysis in Marketing Decisions, Analytics-Driven Marketing Strategy and Managerial Interpretation, | | | | | | | | | | | | | | |
| Practical Content | | | | | | | | | | | | | | | |
| Exam: Theory 100%, Numerical 0% | | | | | | | | | | | | | | | |
| Text Books | | | | | | | | | | | | | | | |
| 1 | Wayne L. Winston, "Marketing Analytics: Data-Driven Techniques with Microsoft Excel", 1st Edition, Wiley, New Delhi, 2018. | | | | | | | | | | | | | | |
| Reference Books | | | | | | | | | | | | | | | |
| 1 | Stephen Sorger, "Marketing Analytics: Strategic Models and Metrics", 1st Edition, Admiral Press, UK, 2016. | | | | | | | | | | | | | | |
| 2 | Tommy Blanchard, "Data Science for Marketing Analytics", 1st Edition, Packt Publishing, UK, 2019. | | | | | | | | | | | | | | |
| 3 | Mike Grigsby, "Marketing Analytics", 2nd Edition, Kogan Page, UK, 2018 | | | | | | | | | | | | | | |
| 4 | Blattberg, R. C., Do- Kim, B., & Neslin, S. A. (2008) Database marketing: analyzing and managing customers. New York: Springer. | | | | | | | | | | | | | | |
| 5 | Jeffery, M. (2010). Data Driven Marketing. Wiley. | | | | | | | | | | | | | | |
| ICT/MOOCs Reference | | | | | | | | | | | | | | | |
| 1 | https://onlinecourses.nptel.ac.in/noc26_mg33/preview?utm_source | | | | | | | | | | | | | | |
| Mapping of CO with PO and PSO: | | | | | | | | | | | | | | | |
| | Course Outcome (CO) No. | PO-CO Mapping | | | | | | | | PSO-CO Mapping | | | | | |
| | | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
| | CO1 | 3 | 2 | 1 | 2 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 |
| | CO2 | 3 | 2 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 3 |
| | CO3 | 2 | 2 | 1 | 3 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 1 | 3 |
| | CO4 | 2 | 2 | 1 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 1 | 3 |