GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Master of Business Administration				Branch/Spec.	Marketing			
Semester	IV				Version	1.0.0.0			
Effective from Academic Year		2021-22			Effective for the batch Admitted in			June 2020	
Subject code	**IVA04MAN**		Subject Name		**MARKETING ANALYTICS**				
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:

SPSS 20.0 use and application

Objective : This course instil ability to use tool for generating marketing insights from data related to STP, consumer choice, satisfaction, lifetime value etc with extended hands-on practice with statistical software.

Learning Outcome:

- IVA04MAN.CO1: Understand key concepts, tools, and techniques used in marketing analytics for data-driven decision-making.
- IVA04MAN.CO2: Develop skills in collecting, analyzing, and interpreting marketing data to uncover actionable customer insights.
- IVA04MAN.CO3: Apply statistical and predictive modelling methods to optimize marketing campaigns and strategies.
- IVA04MAN.CO4: Evaluate marketing performance using analytics metrics and dashboards to enhance marketing effectiveness and ROI.

Theory syllabus

Unit	Content	Hrs
1	Introduction to marketing analytics, segmentation and targeting, Quantitative analysis: ANOVA, MANOVA with covariates (using SPSS), Discrete choice - Conjoint analysis (using SPSS), Mult-dimensional scaling (using SPSS).	15
2	Marketing analytics I: segmentation and targeting- Factor analysis (using SPSS), Cluster analysis (using SPSS), perceptual mapping (using SPSS) for Positioning, RFM analysis (using SPSS), Pricing, Discriminant analysis (using SPSS) for predictive analysis.	15
3	Marketing analytics II: Analysing customer satisfaction- Regression analysis (using SPSS), Logistic regression (using SPSS), Process Hayes Mediation & Moderation (using SPSS), Structural equation modelling (using AMOS) for model validation and assessment, Measuring customer lifetime value.	15
4	Data visualisation (using Excel), Hands-on practice of data visualisation, Big data visualisation, Text analytics, Search analytics (using VOS viewer), Ethical issues and privacy considerations, Latest trends in analytics of marketing problems.	15

Practical content

Text Books

1	Cutting Edge Marketing Analytics - Real World Cases and Data Sets for Hands On Learning, Rajkumar Venkatesan, Paul Farris, Ronald T. Wilcox, Pearson.

Reference Books

1	Marketing Research: An Applied Orientation (Sixth Edition), Naresh K. Malhotra, Prentice Hall.
2	Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wayne L. Wintson, Wiley.
3	Multivariate Data Analysis, Joseph F Hair, William C. Black, Barry J. Babin, Rolph E. Anderson, Tatham, Pearson.

4	SPSS for Windows Step by Step, 6e, George Naresh and Mallery Paul, Pearson Education.
5	Business Research Methods: A South-Asian Perspective, 8e, by Zikmund, Babin, Carr, Adhikari and Griffin: CENGAGE Learning.
6	Structural Equation Modeling with AMOS: Basic Concepts, Applications, and Programming, Barbara M. Byrne, Routledge.
7	Introduction to Mediation, Moderation, and Conditional Process Analysis, Andrew F. Hayes, Guilford Press, London.
8	Introduction to Mediation, Moderation, and Conditional Process Analysis, Mike Grisby, Kogan Page.

Lab

1. SPSS data analytics
2. AMOS 20
3. R- free software

Note: Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 4: Course Name: IVA04MAN MARKETING ANALYTICS							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
IVA04MAN.CO1	3	3	1	2	1	1	0
IVA04MAN.CO2	2	3	1	2	1	0	1
IVA04MAN.CO3	2	3	1	3	3	0	1
IVA04MAN.CO4	2	3	1	3	2	0	3

Semester 4: Course Name: IVA04MAN MARKETING ANALYTICS			
Course outcomes	PSO1	PSO2	PSO3
IVA04MAN.CO1	2	2	2
IVA04MAN.CO2	2	3	2
IVA04MAN.CO3	3	3	2
IVA04MAN.CO4	3	3	3