GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA		Branch/Spec.	MBA Technology Management (Tech MBA)					
Semester	I				Version	1.0.0.1			
Effective from Academic Year			2026-27		Effective for the batch Admitted in			July 2026	
Subject code	ICC506MTD		Subject Name	Marketing Insights Through Data Science					
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	3	0	0	0	3	Theory	50	50	100
Hours	3	0	0	0	3	Practical			

Objective: Learn the core principles of marketing analytics and data science techniques, focusing on their practical applications. This course will equip students with the skills to transform data-driven insights into effective business strategies.

Course Outcome:

CO 1: To understand the basics of nature and scope of marketing.
CO 2: To learn the foundations of Data-Driven marketing, its importance and usage in decision making.
CO 3: To learn the concepts of customer analytics and predictive analytics.
CO 4: To understand product analytics, product decision making and pricing analytics.
CO 5: 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	10
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.	10

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	10
4	Unit 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.	5
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	10

Reference Books

Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques by Mike Grigsby

Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know by Mark Jeffery

Predictive Analytics: The Future of Data-Driven Marketing by Eric Siegel

Competing on Analytics: The New Science of Winning by Thomas H. Davenport and Jeanne G. Harris

Customer Analytics for Dummies by Jeff Sauro

Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World by Chuck Hemann and Ken Burbary

Marketing Data Science: Modeling Techniques in Predictive Analytics with R and Python by Thomas W. Miller

Python for Marketing Research and Analytics by Jason S. Schwarz, Chris Chapman, and Elea McDonnell Feit