



Lesson Plan
Marketing Analytics

Program: MBA
Course Code: KMBMK-05

Semester: III
Course Name: Marketing Analytics

Course Objectives

(CO1): To understand the basic concepts of Marketing Analytics

(CO2): To study various tools to have marketing insights in various marketing areas through empirical data.

(CO3): To interpret the marketing data for effective marketing decision making.

(CO4): To draw inferences from data in order to answer descriptive, predictive, and

(CO5): Prescriptive questions relevant to marketing managers

Session Duration: 60 minutes

Participants: MBA 3rd sem. students

Entry level knowledge and skills of students

- i. Basic Knowledge of Marketing Analytics

Equipment required in Classroom/ Laboratory/ Workshop

- i. Smart Board
- ii. LCD Projector
- iii. Wi-fi
- iv. Audio
- v. PC

Assessment Schemes

S. No.	Criteria	Marks (150)
1	AKTU End Term Examination	100
2	Internal Evaluation Scheme	50
2(a)	Class Tests	30
2(a)(i)	Class Test-I	15
2(a)(ii)	Class Test-II	15
2(b)	Teacher Assessment (Continuous Evaluation)	20
2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation	5
2(b)(iii)	*GD	10
	*MCQ Based Assignment	2



Course Outcomes: (starting with action-oriented observable and measurable verb)

(CO1): Students will develop the skill in marketing analytics

(CO2): Students will be acquainted with better understanding of real life marketing data and its analysis

(CO3): Students will develop analytical skill for effective market decision making in real life environment.

L. No	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Introduction	Meaning, characteristics		Improved Lecture, Case Study	CO1		
2.	Introduction	advantages of marketing analytics		Improved Lecture, Case Study	CO1		
3.	Introduction	disadvantages of marketing analytics		Improved Lecture, Case Study	CO1		
4.	Introduction	Market data sources (Primary and Secondary).		Improved Lecture, Case Study	CO1		
5.	Introduction	The new realities of marketing decision making		Improved Lecture, Case Study	CO1		
6.	Introduction	Market Sizing: Data sources		Improved Lecture, Case Study	CO1		
7.	Introduction	Stakeholders, Applications		Improved Lecture, Case Study	CO1		
8.	Introduction	Approaches (Top-down and Bottom-up)		Improved Lecture, Case let	CO1		
Unit - 2							
9.	Estimating Demand Curve	Estimating Demand Curve		Improved Lecture, Case Study	CO2		



10.	Estimating Demand Curve	Power Demand Curves, Optimize Pricing		Improved Lecture, case study	CO2		
11.	Estimating Demand Curve	Incorporating Complementary Products		Improved Lecture, case study	CO2		
12.	Estimating Demand Curve	Using Pricing subjectively to estimate Demand Curves, Pricing Multiple Products,		Improved Lecture, case study	CO2		
13.	Price Bundling & Non Linear pricing	Price Bundling & Nonlinear Pricing: Pure Bundling & Mixed Bundling,		Improved Lecture, case study	CO2		
14.	Price Bundling & Non Linear pricing	Determine Optimal Bundling Pricing,		Improved Lecture, case study	CO2		
15.	Price Bundling & Non Linear pricing	Profit Maximizing strategies using Nonlinear Pricing Strategies		Improved Lecture, case study	CO2		
16.	Price Bundling & Non Linear pricing	Price Skimming & Sales		Improved Lecture, case study	CO2		
Unit - 3							
17.	Segmentation & Targeting	segmentation-targeting-positioning (STP) framework, Segmentation		Improved Lecture, case study	CO3		



18.	Segmentation & Targeting	The concept of market segmentation, Managing the segmentation process		Improved Lecture, case study	CO3		
19.	Segmentation & Targeting	Deriving market segments and describing the segments - Cluster analysis, Discriminant analysis, Targeting		Improved Lecture, case study	CO3		
20.	Segmentation & Targeting	The concept of product positioning, Conducting a positioning study		Improved Lecture, Case study	CO3		
21.	Perceptual Mapping	Perceptual mapping using principal components analysis, Incorporating preferences into perceptual maps		Improved Lecture, Case study	CO3		
22.	Perceptual Mapping	Customer Lifetime Value: Concept		Improved Lecture, Case study	CO3		
23.	Perceptual Mapping	Basic Customer Value, Measuring Customer Lifetime value		Improved Lecture, Case study	CO3		
24.	Perceptual Mapping	Estimating Chance that customer is still active,		Improved Lecture, Case study	CO3		



Using
Customer
Value to value
a business

Unit - 4

25.	Market Basket Analysis	Market Basket analysis		Improved Lecture, Case study	CO3		
26.	Market Basket Analysis	Computing two way and three way lift		Improved Lecture, Case study	CO3		
27.	Market Basket Analysis	Allocating Retail Space and Sales Resources		Improved Lecture, Case study	CO3		
28.	Market Basket Analysis	Identifying the sales to marketing effort relationship & its modeling		Improved Lecture, Case study	CO3		
29.	Optimizing Sales Effort Advertising Analysis	optimizing sales effort Advertising Analysis		Improved Lecture, Case study	CO3		
30.	Optimizing Sales Effort Advertising Analysis	optimizing sales effort Advertising Analysis		Improved Lecture, Case study	CO3		
31.	Optimizing Sales Effort Advertising Analysis	Measuring the Effectiveness of Advertising, Optimizing advertising		Improved Lecture, Case study	CO3		
32.	Optimizing Sales Effort Advertising Analysis	Pay per Click (PPC) Online Advertising		Improved Lecture, Case study	CO3		

Unit - 5

33.	Regression Model of Sales forecast	Regression model to forecast sales,		Improved Lecture, Case study	CO3		
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34.	Regression Model of Sales forecast	Regression model to forecast sales		Improved Lecture, Case study	CO3		
35.	Regression Model of Sales forecast	Modeling trend and seasonality		Improved Lecture, Case study	CO3		
36.	Regression Model of Sales forecast	Ratio to moving average forecasting method		Improved Lecture, Case study	CO3		
37.	Regression Model of Sales forecast	Using S curves to Forecast Sales		Improved Lecture, Case study	CO3		
38.	Regression Model of Sales forecast	New Product Conjoint analysis		Improved Lecture, Case study	CO3		
39.	Regression Model of Sales forecast	Conjoint analysis as a decomposition al preference model		Improved Lecture, Case study	CO3		
40.	Regression Model of Sales forecast	Steps in conjoint analysis, Uses of conjoint analysis		Improved Lecture, Case study	CO3		
Revision							
41.	Introduction to marketing Analytics			Lecture	CO1		
42.	Market data sources			Lecture	CO2		
43.	Pricing Analytics			Lecture	CO2		
44.	Customer Analytics			Lecture	CO2		
45.	Perceptual mapping			Lecture	CO3		



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46.	Retailing & Advertising Analysis			Lecture	CO3		
47.	Sales Forecasting			Lecture	CO3		
48.	Conjoint Analysis			Lecture	CO3		

Text Books:

1. Marketing Analytics: Data-Driven Techniques with Microsoft Excel by Wayne L Winston © 2014 Wiley India Pvt. Ltd. ISBN 9788126548620
2. Marketing Analytics: Strategic Models and Metrics by Stephan Sorger© 2013 Create Space Publishing ISBN 1481900307
3. Marketing Engineering and Analytics by Gary Lilen, ArvindRangaswamy, and Arnaud De Bruyn© 2017 Decision Pro, Inc.MBA

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

Journals: Journal of Marketing Analytics

Electronic Database:

<https://www.ruleranalytics.com/blog/analytics/marketing-analytics-tools/>

<https://hevo.com/learn/best-marketing-analytics-tools/>