Faculty of Management Studies

Master of Business Administration (Sem - III)

In Effect from Academic Year 2023-24

Branch Name:	Management (Business Analytics)
Program Code:	MS201
Course Name:	Marketing Analytics
Course Code:	2MS2010343T
Pre-requisite Course:	Basics of Marketing Management

Course Objectives:

1) To apply Marketing analytics in real-world situations
2) To understand the basic functions involved in running a retail business, and the concepts and principles necessary for decision-making in a retail firm.
3) To analyze historical and current trends affecting the retailing sector.
4) To understand the determinants and characteristics of consumer-level and market-level demand, and of pricing.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
				Theory (Marks)		Practical (Marks)		
Lecture (L)	Tutorial (T)	Practical (P)	Credit	University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	Total (Marks)
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	The Marketing Process Why Marketing Analytics Introduction to the Marketing Process Marketing Strategy with Data Utilizing Data to Improve Marketing Strategy Improving the Marketing Process with Analytics	10	20
2	**Overview of retailing**: Understanding the modern retailing marketplace& technological aspects, Data visualization, Descriptive analysis	10	20
3	**Pricing tactics** Value pricing Rationality and net-benefit principle Demand curve and maximum WTP Competitive advantage Linear models: Simple regressions	10	20
4	**Measuring price and promotion response** Pricing new products Price theory: elasticities, profit and revenue maximization Log-log models Multivariate regressions Promotion strategy Game theory: simultaneous and sequential-move games	10	20
5	**Retailers' location decision** Applying machine learning in retailing Huff model and regression model Economies of scale/scope Repeated games, tacit collusion Classification tree and random forest	08	20

Text Books:

Sr. No.	Books
1	"Retailing Management," by Levy, M., Weitz, B. & Grewal, D., 10th edition, McGraw-Hill, 2019

Reference Books:

Sr. No.	Books
1	"The Strategy and Tactics of Pricing: A Guide to Growing More Profitably", by Nagle, T.and Muller, G. 6th Edition, Prentice-Hall, 2017.
2	"R for Marketing Research and Analytics," by Chapman, C. and Feit, E. Springer, 2015
3	"An Introduction of Statistical Learning with Applications in R," by James, G., Witten, D., Hastie, T., and Tibshirani, R. 2017,
4	"GIS Tutorial for Marketing," by Miller, Fred L., ESRI Press, 2007.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand and apply marketing analytics concepts to enhance the marketing process, develop data-driven strategies, and improve decision-making.	Understand and apply
CLO2	Analyze modern retailing trends and technological advancements using data visualization and descriptive analytics to assess market performance.	Analyze
CLO3	Evaluate various pricing tactics by applying regression models and quantitative techniques.	Evaluate
CLO4	Apply price theory and promotion response models to optimize marketing strategies.	Apply
CLO5	Use game theory concepts to develop effective pricing and promotion strategies in competitive markets.	Create
CLO6	Implement machine learning techniques to assist in retailers' location decisions and strategic planning.	Apply

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H		H					H	M	H
CLO2		H				H	H		H	
CLO3		H	H					M	H	
CLO4	M		M			H				H
CLO5		H	H				H		M	H
CLO6			H			H		H	H	M

H: High, M: Medium, L: Low

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