DEPARTMENT OF MANAGEMENT STUDIES
NATIONAL INSTITUTE OF TECHNOLOGY
TIRUCHIRAPPALLI - 620 015, TAMIL NADU, INDIA

MB 829 – ANALYTICS FOR STRATEGIC MARKET PLANNING COURSE PLAN – 2023-22-OFFLINE

2023-24

COURSE PLAN – PART I				
Name of the Programme and Specialisation	**M.B.A., MARKETING**			
Course Title	**Analytics For Strategic Market Planning**			
Course Code	**MB - 829**	**No. of Credits**		**2**
Preferred Pre-requisites. **Course Code**	**MB 725- Marketing Research, Marketing Metrics** **MB 821 – Basic Data Analytics**			
Session	November 2023	**Section (If Applicable)**		**NIL**
Name of the Faculty		**Dr.N. Thamaraiselvan**		
Course Teacher(s) E-mail		**Phone: Office: +91 431 2503705** **Hand : +91 9443777217**		**selvan@nitt.edu**
Course Type		Core		
	√	**Elective -**		
		Open Elective		
		Laboratory		

Syllabus

Unit I Marketing Analytics

Basics of marketing analytics, marketing decisions models, characteristics, types and benefits of marketing decisions models, Response models, types, calibration, objectives, interactions effects, dynamic effects, competitive effects, models in individual levels, shared experience and qualitative models

Unit II Segmentation and Targeting

The segmentation process and defining the market with models, Segmentation research, methods using factors analysis and cluster analysis, behavior based segmentation: cross classification, regression and choice based segmentation, customer heterogeneity- issues and challenges.

Unit III Positioning

Differentiation and positioning, perceptual maps: developing perceptual map – multi dimensional scaling, techniques – attribute based and similarity based, joint space mapping.

Unit IV Strategic Market Analysis

Strategic marketing decisions, market demand and trend analysis, product life cycle, cost dynamics: scale and experience effects.

Unit V Models For Strategic Decision Making

Market entry and exit decisions, PIMS : shared experience models, product portfolio models:BCG, GE etc., financial models, analytical hierarchy process.

Course Objectives	At the end of the course, the students will be able to take data empowered strategic marketing decisions by using analytical techniques. The students will be able to sharpen their analytical skills by getting exposure to computer-based marketing models and tools for decision making. This course focuses building marketing response models for strategic marketing decisions.

Course Outcomes	1. To understand the strategic marketing decisions 2. Critically evaluate the analytical tools for strategic market decisions 3. Understand and appreciate the computer-based marketing models. 4. Building market response models for strategic market planning.

Course articulation Matrix (CO-PO Mapping)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				1		1	1		2
CO2		2								
CO3	1		2			2			2	
CO4	1		2	3	1					

COURSE PLAN – PART II

COURSE OVERVIEW

Make the students to develop and implement market response models and taking decisions by using appropriate analytical tools.

COURSE TEACHING AND LEARNING ACTIVITIES

Session Plan/ Week	Discussion Topics	Required Reading/ Cases/ Journal Articles	Class room exercises / Assignments/MODE of Delivery
1.	Introduction to Marketing Analytics	Epson India ad caselet	Classroom presentations
2.	Market Response Models		Active Learning exercises
3.	Design and develop Market Response Models	Colgate Diabetic toothpaste caselet	
4.	Analytical Models – Descriptive, Diagnostic, Predictive and Prescriptive	Above cases	Activity based
5.	Various dimensions/aspects of Market Response Models	Theoretical bases – technical notes	Presentation
6.	Characteristics of Market Response Models	Recent Caselets from online.	discussion
7.	Multiple Regression Logistic Regression – market share response models	Technical notes, reference books	Activity Based
8.	Segmentation Basics – Descriptive Statistics	IPL 2019 HBR Case study	Activity and discussion
9.	Factor Analysis Cluster analysis Discriminant analysis	PDA conglomerate case study	Activity and Discussion
10.	Targeting the Segmented Groups	Contemporary case lets	Class room activity
11.	GE matrix, Factors for targeting	Technical notes, Text Books	discussion
12.	Choice based modeling, Customer Relationship Marketing	ABB case study	Presentation
13.	Positioning and understanding perceptual maps	Text Book, reference books	Activity and discussion
14.	Multi-dimensional scaling	Technical Notes	Presentation
15.	Application of MDS for preparing perceptual map	Infiniti G 20 Case Study	Presentation and discussion

Text Book	1. Lilien, Gary L. and Arvind Rangaswamy , Marketing Engineering: Computer-Assisted Marketing Analysis and Planning. Revised Second Edition, Trafford Publishing, (2005)
Reference Books	1. Moorthy, K. S. (1993), "Theoretical Models in Marketing", Journal of Marketing, (2), 92-106.
	2. Wayne L.Winston (2014) "Marketing Analytics – Data Driven Techniques with Microsoft Excel" Wiley
	3. Dinesh Kumar (2017), "Business Analytics – The Science of Data Driven Decision Making" . Wiley
Research Articles	4. Bass, Frank (1993), "The Future of Research in Marketing: Marketing Science," Journal of Marketing Research, (1), 1-6.
	5. Shugan, S. (2003), "Defining Interesting Research Problems," Marketing Science, 22 (1), 1-15. Editorial.
	6. Montgomery, David (2001), "Management Science in Marketing," Marketing Science, 20 (4), 337-48.
	7. Leeflang, P. S. H. and D. R. Wittink (2000), "Building Models for Marketing
	8. Decisions: Past, Present, Future," International Journal of Research in Marketing, 17 (2-3), 105- 126. [Note: The entire issue is on the topic of marketing models.]
	9. Barwise, Patrick (1995), "Good Empirical Generalizations," Marketing Science, 14 (3), Part 2 of 2, G46+. [The entire issue is on the topic of empirical generalizations.]
	10. Other articles as and when updated in the marketing engineering website and other research articles appropriate for this.
Soft wares and others	11. Software help from the website hosted for Marketing Engineering by the text book authors.
	12. Technical Notes for each analytical tools provided by the authors of Marketing Engineering book or web

COURSE ASSESSMENT METHODS

Sl. No.	Mode of Assessment	Week / Date	Remarks	% Weightage
1.	Classroom Discussions / Exercises	All Classes	Individual	15
2.	Classroom presentations on multivariate analysis	Will be annouced in the class	Group Work	15
3.	Cases with datasets Analysis and presentations	Will be announced in the class	Group Work	10
4.	Kaggle Case Data Sets presentations	Will be announced in the class	Group Work	10
5.	Final Assessment – offline Written Examination		Individual	50
	TOTAL			100

Note:
1. Attending all the assessments (Assessment 1 to 5) is **MANDATORY** for every student.
2. All presentations, exercises, assignments should be submitted on time.
3. All are expected to come prepared for the class. The preparation reading will be announced in the previous session itself.
4. Please ensure to keep your cell phones in silent mode and keep it out of your sight.
5. Since your performance is evaluated continuously your physical and mental presence is important in the class.

YOU MAY CONTACT ME FOR ANY QURIES DURING THE OFFICE HOURS WITH PRIOR PERMISSION.

COURSE EXIT SURVEY

- Feedbacks are collected before final examination through MIS or any other standard format followed by the institute
- Students, through their Class Representatives, may give their feedback at any time to the course faculty which will be duly addressed.
- The students may also give their feedback during Class Committee Meeting.

ATTENDANCE:

- Minimum 75% is mandatory to write the trimester examination.
- Medical Certificate / On Duty Certificate should be submitted immediately after rejoining through proper channel.

COMPENSATION ASSESSMENT:

- The prior permission and required document must be submitted for absence. Faculty will decide the appropriate assessment method with prior information to student, class committee chairman and the concerned HOD.
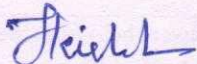
ACADEMIC HONESTY & PLAGIARISM:

- Avoid usage of electronic devices in classes, test and exam.
- The students are expected to come up with their original solution for the problems given in the assignment. If found to copy from internet/other students, marks will be reduced.
- Need to maintain honesty & discipline in classroom and exam hall
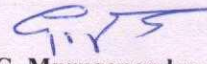
ADDITIONAL INFORMATION

- **The industry guest lectures will be arranged to update the latest trends in Analytics depends on the requirement and availability of the concerned experts. Attendance is compulsory for the industrial guest lectures.**
- **FACULTY decision is FINAL in case of ANY discrepancies.**

FOR APPROVAL

Dr. N.Thamaraiselvan	Dr.J.Kirubakaran	Dr.G. Muruganandam
Course Faculty	Chairman (Class Committee)	HoD