

<b>Department: Business Administration</b>		<b>Program: MBA Marketing</b>	
<b>Course Name</b>	Marketing Analytics	<b>Course Code</b>	MKT 627
<b>Pre-requisite</b>	Not Applicable	<b>Credit Hours</b>	3

### Brief Description

- This course is intended to equip MBA marketing track students with an analytical mindset, and data processes and tools that can assist in preparation of MBA research proposals, eventually leading to successful dissertation completion. The course will introduce data analysis and quantitative research design from different disciplines. This may also include qualitative data research. The course will use a hands-on approach, to ensure that students are able to complete, present and submit cost and benefit analysis proposal to potential supervisors.

### Course Objectives

After completion of this course the student will be able to:

- Discuss the importance of an analytical mindset.
- Prepare a coherent marketing analytics project proposal.
- Discuss various data processing techniques.
- Describe data analysis in the light of state-of-the-art research in the field.
- Student will develop the ability to critically evaluate business problems and to determine the most appropriate analytical technique.
- Discuss the importance of marketing analytics in today's digital age for decision making.
- Compare and contrast various state of the art data analytics tools in the marketing field along with their limitations

### Course Learning Outcomes

- Distinguish between concepts, principles, and theories of Marketing Analytics
- Apply the concepts, principles, and theories in different Marketing Analytics
- Demonstrate written communication skills
- Have oral communication skills
- Have skills of using computer applications in Marketing Analytics
- Have scientific research skills in the field of Marketing Analytics
- Have the skills of critical thinking and analysis in the fields of Marketing Analytics
- Have the skills in strategic thinking and finding solutions in Marketing Analytics
- Believe, and practice sustainability in Marketing Analytics
- Have the skills of leadership, teamwork, and decision making in Marketing Analytics
- Have the ability to distinguish between ethical issues in Marketing Analytics
- Have the competence of social responsibility in the fields of Marketing Analytics
- Have the competence to deal with cultural diversity in Marketing Analytics

Course Topics			
<ul style="list-style-type: none"> <li>➤ Introduction to Marketing Analytics</li> <li>➤ Data Processing and Research Paradigm</li> <li>➤ Marketing Trends - Understand Big-Picture</li> <li>➤ Data Collection Methods and Analysis</li> <li>➤ Measurement: Scaling, Reliability and Validity</li> <li>➤ Methods of Program Analysis</li> <li>➤ Single and Multiple Attributions</li> <li>➤ Forecasting Sales: A Marketing Task: Modelling</li> <li>➤ ROMI: Return on Marketing Investment</li> </ul>			
Text Book			
<ul style="list-style-type: none"> <li>➤ Winston, W. L. (2018). <i>Marketing Analytics</i>. New York: John Wiley &amp; Sons Inc. ISBN 13 9781118373439.</li> <li>➤ Grigsby, M. (2018). <i>Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques</i>. London: Kogan Page Ltd. ISBN 13-9780749482169.</li> </ul>			
Additional References			
<ul style="list-style-type: none"> <li>➤ Babu, G.R. (2008). <i>Research Methodology in Social Sciences</i>. New Delhi: Ashok Kumar Mittal Concept of Publishing Company.</li> <li>➤ Corbetta, P. (2003). <i>Social Research: Theory, Methods and Techniques</i>. London: SAGE Publications Inc.</li> </ul>			
Online Resources			
<ul style="list-style-type: none"> <li>➤ International Journal of Electronic Marketing and Retailing.</li> <li>➤ Institute of e-marketing.</li> <li>➤ Bloomberg Terminal.</li> <li>➤ Academic databases available through the University's Library website.</li> </ul>			
Course Outline			
Week	Hours	Topics	Remarks
1	3	Introduction - The foundation of marketing analytics	
2	3	Data processing and research paradigm, Tools, methodology and technique	
3	3	What is marketing analytics? Definitions, significance and scope	
4	3	Purposive and critical outlook - Why do I need marketing analytics?	
5	3	Understand big-picture marketing trends	
6	3	Measurement: Scaling, reliability and validity	
7	3	Data collection methods and analysis	
8	3	<b>Midterm test</b>	

9	3	Methods of program analysis: Method 1: Single attribution (First touch/Last touch), Method 2: Single attribution with revenue cycle projections	
10	3	Quantitative data analysis and hypothesis testing	
11	3	Forecasting sales: A marketing task: Modelling: Model the revenue cycle	
12	3	Marketing analytics: Grow your business and your brand	
13	3	ROMI: Return on marketing investment	
14	3	Report presentation, submission and evaluation	
15	3	Report writing presentation and submission of report	

Measurement and Assessment Tools														
Assessment Tools	Grades	Week	Knowledge	Skills						Values				
			Identify and apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Leadership	Ethics	Corporate Social responsibility	Cultural diversity
Midterm Exam	20	9	X											
Case Study	10	12		X				X	X	X	X	X	X	X
Project	20	15		X		X	X	X	X	X	X	X	X	X
Presentation	10	15			X	X								
Final Exam	40	TBD	X											
Total	100													

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	