# Marketing Analytics

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the course is to provide students with an understanding of marketing and the role of marketing analytics as a process of using empirical data about customers, companies, and industry context to inform strategic marketing decisions. Analytics-based marketing is increasingly important in determining a company’s performance and resource allocation. Marketing managers are increasingly expected to know how to interpret data and use analytics to inform and justify their decisions. The course aims to equip students with capabilities to analyze different forms of marketing circumstances and making sensible decisions.

At the end of this course, students will be able to understand:

* Measures and metrics – such as awareness, attitude and usage – that are relevant for the decision-making process of customers when selecting one brand/company over another.
* How a product fits customers’ need by using metrics addressing questions such as: what sales volume can marketers expect from a new product? How will sales of existing products be affected by the launch of a new offering? Is brand equity increasing or decreasing? What do customers really want?
* How to assess the performance of individual customer relationships via calculating and interpreting customer life-time value
* How to analyze the adequacy and effectiveness of the systems that provide customers with opportunities to buy their products
* Key metrics and concepts for the analysis of pricing alternatives and promotional programs
* Media metrics to ensure that advertising budgets are spent efficiently and directed toward a specific aim.
* Digital marketing analytics that enable performance evaluation of digital marketing initiatives

***COURSE CONTENT***

The course is based on classroom sessions combining upfront lectures, group work and discussions. It will cover the following main topics:

* Marketing and Marketing Analytics
* Analyzing consumer behavior
* Analyzing organizational Buying Behavior
* Sales and Channel Management
* Market analysis
* Product and Portfolio Management
* Branding and positioning
* Pricing
* Advertising and Sales Promotion
* Direct Marketing and Internet Marketing
* Digital Marketing Analytics

The detailed program will be made available on Blackboard.

***READING LIST***

The reference book is:

Bendle, N.T., Farris, P.W., Pfeifer, P.E., and Reibstein, D.J. (2021). Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (fourth edition). Upper Saddle River, New Jersey: Pearson.

The case studies and readings that will be used in class will be made available on Blackboard.

***TEACHING METHOD***

The principal method of instruction is lectures with group assignments and in-class cases to further the students’ understanding of the context of use of marketing metrics. Guest lecturing by marketing analytics experts together with papers published in peer-reviewed journals may also be used to supplement readings and teaching. Students will be given time during class to work on the case studies. However, students are requested to read cases beforehand. Regular class attendance is expected.

***ASSESSMENT METHOD AND CRITERIA***

Students will be evaluated through a final and individual written test (more information will be made available on Blackboard) and evaluation of the team work activities (the latter will account 0-2 marks to be added to the final grade).

***NOTES AND PREREQUISITES***

There are no specific prerequisite for the course. However, students are expected to have a basic understanding of Marketing. During the first sessions an “Introduction to Marketing” will be provided that highlights key marketing concepts and frameworks underpinning the course. The course will be taught online. Professors are available for consultation by appointment.