

Programme: Master of Business Administration

Semester III

MBA 961-18

MARKETING ANALYTICS

Objective: The objective of this paper is to acquaint the students with Product Management, Digital Marketing and analysis of market conditions.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	To learn how to analyse market conditions in the era of social media.
CO2	To learn to apply statistical tools on marketing data metrics.
CO3	Understand how the “first principles” of marketing strategy helps firms organize the analytics opportunity and challenge in today’s data era, and
CO4	Use and execute data analytic techniques, and case studies to understand how to solve marketing analytics problems in a scientific and process-driven manner.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)