

**Indian Institute of Technology Guwahati**  
**Proposal for a New Course/ Revision of a Course**

Course Number & Title: BM 646H & Marketing Analytics and Metrics	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Elective	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Any	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	
<p>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity, ..... )</p> <p>Conceptual framework for marketing metrics, measuring strategic goals – metrics of interest, traditional Metrics: share of hearts, minds and markets; Customer segmentation; Customer lifetime value; Predicting and combating customer churn; Conjoint analysis for product management; Forecasting sales; Pricing analytics; Metrics for promotion management; Measuring effectiveness of promotion.</p>	
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".	
Texts: (Format: Authors, <i>Book Title</i> in <i>Italics</i> font, Volume/Series, Edition Number, Publisher, Year.)	
1.	Farris, P., Bendle, N., Pfeifer, P. E., & Reibstein, D., <i>Marketing Metrics: The Definitive Guide to Measuring Marketing Performance</i> , 2 <sup>nd</sup> Edition, Pearson, 2010.
2.	Winston, W. L., <i>Marketing analytics: Data-driven techniques with Microsoft Excel</i> , 1 <sup>st</sup> Edition, Wiley, 2014.
3.	
References: (Format: Authors, <i>Book Title</i> in <i>Italics</i> font, Volume/Series, Edition Number, Publisher, Year.)	
1.	
2.	

<b>Detailed Course Content (Optional)</b> <b>It will not be included in the Courses of Study Booklet</b>		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		
5		
Total Number of Lectures =		

In case of revision of existing course, Please provide below the details of existing course. <b>EXISTING COURSE</b>
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