

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> <p>Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".</p> <p>Texts: (Format: Authors, <i>Book Title in Italics font</i>, Volume/Series, Edition Number, Publisher, Year.)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%;">1.</td> <td>Farris, P., Bendle, N., Pfeifer, P. E., & Reibstein, D., <i>Marketing Metrics: The Definitive Guide to Measuring Marketing Performance</i>, 2nd Edition, Pearson, 2010.</td> </tr> <tr> <td>2.</td> <td>Winston, W. L., <i>Marketing analytics: Data-driven techniques with Microsoft Excel</i>, 1st Edition, Wiley, 2014.</td> </tr> <tr> <td>3.</td> <td></td> </tr> </table> <p>References: (Format: Authors, <i>Book Title in Italics font</i>, Volume/Series, Edition Number, Publisher, Year.)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%;">1.</td> <td></td> </tr> <tr> <td>2.</td> <td></td> </tr> </table>		1.	Farris, P., Bendle, N., Pfeifer, P. E., & Reibstein, D., <i>Marketing Metrics: The Definitive Guide to Measuring Marketing Performance</i> , 2 nd Edition, Pearson, 2010.	2.	Winston, W. L., <i>Marketing analytics: Data-driven techniques with Microsoft Excel</i> , 1 st Edition, Wiley, 2014.	3.		1.		2.	
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3.											
1.											
2.											

Detailed Course Content (Optional)		
It will not be included in the Courses of Study Booklet		
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. <p style="text-align: center;">EXISTING COURSE</p>
