



**Dayananda Sagar
University** Bengaluru

MANAGEMENT DEVELOPMENT PROGRAM MASTERING MARKETING ANALYTICS: LEVERAGING DATA FOR COMPETITIVE EDGE

**SATURDAY, JANUARY 20, 2024
9.30 AM TO 4.30 PM**

**GALLERY 3, INNOVATION
CAMPUS, KUDLU GATE,
DAYANANDA SAGAR
UNIVERSITY**

Coordinators:

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Link for registration after payment -
<https://dsuedu.in/MDP>

About the University

Dayananda Sagar Group of Institutions has been in existence for more than 60 years. DSU was established in the year 2014 with a focus on fostering comprehensive student development. We take pride in providing outstanding sports facilities and comfortable hostel services to accommodate both local and international students. Beginning in the academic year 2015–16, DSU has diversified its academic offerings to include a wide range of courses across various disciplines.

About the School of Commerce & Management Studies

MBA program offered by the School of Commerce & Management Studies, DSU goes beyond traditional pedagogical methods. Our MBA program is meticulously tailored to provide students with a solid foundation and a panoramic view of the business landscape. Offering a diverse range of eight specializations, our two-year full-time MBA program is designed to meet the evolving demands of various industries.

About the Programme

A comprehensive one day training program for busy executives is proposed on several areas of marketing research and marketing analytics subjects individually. It will be difficult for practicing managers to enroll for a full-fledged degree program due to complexities of time, location, cost and all of the three. This program attempts to reach out to the executives who lack strong marketing and statistical theory background to appreciate formal education, while the intention here is to understand, interpret, and benefit from marketing theory for practical applications.

Programme Objectives

- To understand the concepts and processes of marketing analytics in a business environment.
- For each analytic model, a live case will be discussed
- Knowledge of high-level data and business issues for understanding market modeling
- Look out for alternate methodologies for solving practical research issues
- Explain concepts, application issues and business results/output interpretation
- To know the tools and techniques of market research for investigation of exploratory, conclusive, and causal researches as well as understand descriptive modeling, predictive modeling and prescriptive modelling in marketing.
- Live case studies to understand business phenomena such as multivariate methodologies, planning tools and time series forecasting modules
- To understand the concept of measurement scales in questionnaire design, in empirical modeling and tests its validity and reliability.
- To use basic and advanced statistical techniques for analysis of research data
- To understand from case studies, realize the applications of marketing research studies to FMCG, durables, and services industries.
- To appreciate the vital role of Marketing analytics in managerial decision-making processes to understand the value added by market research tools and statistical techniques.
- To become familiar with marketing research methods, technologies and to understand how to apply marketing modeling concepts and advanced statistical techniques for solving management problems.
- Use market mix modeling methodology and optimization of resources in advertising campaign
- Live industry examples relevant to different marketing areas

Fee



INR. 7000/- for corporate participants , Group of 3 or more INR.4000

INR. 1000/- for Faculties/Exec. MBA

Working Lunch will be provided to Participants

A/C Name- Dayananda Sagar University

IndusInd Bank

A/C No -100044771729

IFSC Code - INDB0000166, Branch – Malleshwaram



Methodology

A combination of expert-led sessions, case studies, and interactive discussions, participants will emerge with a comprehensive understanding of the evolving labour regulations and the strategies to effectively navigate the changing legal framework.

Program Contents

Day 1 - 4 hours: - Morning session

- Marketing Analytics Topics: Introduction to marketing analytics with Amazon Case Study
- 1.Functional forms in marketing-linear and non-linear models
 - 2.Scales of measurement- 4 types
 - 3.Sales response models- advertising, promotions
 - 4.Market mix modeling-calculating ROI
 - 5.Market share modeling

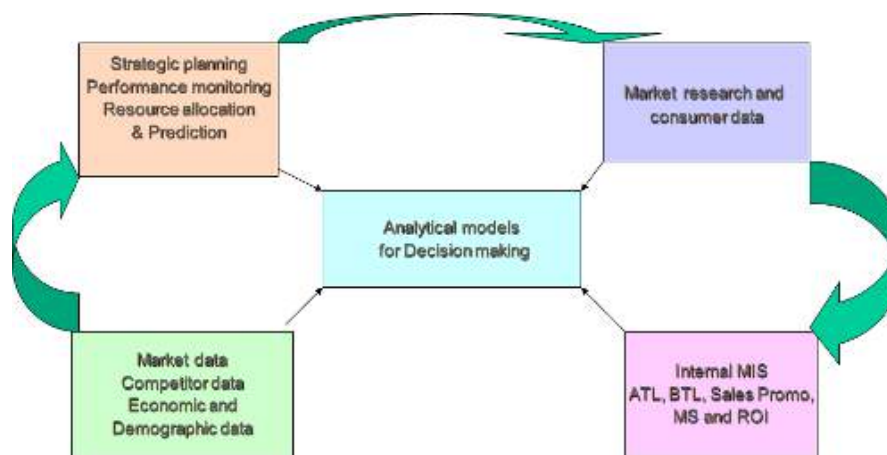
Day 1 – 4 hours – Afternoon session

- 1.Financial profitability-oriented performance models (Revenue premium, brand premium, and price premium)
- 2.Campaign Performance Measurement-Post advertising Research
- 3.Brand Tracking Research – Consumer Based Brand Equity
- 4.Sales promotion research with case study
- 5.Social media analytics-digital marketing

Prerequisites for the Program

Knowledge of Marketing Research Methods and their suitable applications in marketing situations are a principal requirement of a business environment. Market research activity provides answers for unknown questions and unsolved questions of marketing managers and brand managers. It generates ideas and hypotheses for testing in real world marketing applications. Market research and analytics are an ever-expanding dynamic subject which involves inputs from many disciplines such as psychology, sociology, economics, management science, quantitative marketing, and statistics. Marketing Analytics training program familiarizes a manager with the research environment and presents him with tools and techniques for understanding any marketing problem including questionnaire design, data collection methods in the field, hypothesis formulation and do statistical testing and analysis of data to ensure answers for the problems that intrigues marketing managers.

Idea Behind the Training program:



Reading Materials

E-copies of reading materials consisting of presentation notes, Journal articles from marketing science magazines, data sets sourced from organizations and case studies got from live industrial examples and recommendation of reference books on various subjects related to marketing analytics will be provided to the participants.

What Should Participants Bring?

A laptop computer with Excel spread sheet or JMP - SAS or SPSS soft wares in original or student learning versions. The instructor will demonstrate applications of each methodology on a lap top computer during the training sessions.

Program fee more information:

Rs 10,000/- per participant consisting of 8 hours of training + GST tax per person per day for non-residential participants for each day. For multiple participants from same organizations can avail a fee discount of 30 percent. The participants are encouraged to find their own hotel accommodations in Bangalore.

Resource Persons

Capt. Nagaraj Rao, PhD is a Master Mariner and specialized in Navigation and Ocean Engineering. He has a Ph.D. in Organizational Behaviour and an advanced specialization in Strategic Leadership from the University of Illinois, Urbana Champaign, USA. He consults in the area of talent management and has served as Director of Human Resources in the IT industry and at a major university.



Dr. Vasudevan S, BE (Hons), MBA (IIM-B), PhD (Purdue - USA) Professor of Marketing at Dayananda Sagar University, brings over three decades of industry expertise coupled with seven years in academia. His professional journey includes pivotal roles such as General Manager – Special Projects at SAMIR, Mudra Communications, General Manager Marketing (BPL Ltd) and Vice President of Analytics at an international MNC bank. He ran SHODH, analytics consulting firm, for 12 years, catering to esteemed clients like Unilever, Maruti Suzuki, Titan, and others. His client portfolio features prestigious names like Unilever, ITC Foods, Castrol, AO-Smith, Maruti Suzuki, Pepsi, GECIS, GENPACT, Fidelity, HSBC Bank, Globus retailer, Titan, Tanishq, Titan eye plus, BPL Limited, BPL Mobile, international cell-phone-operators, and international automotive customers. Dr. Vasudevan's contributions are an invaluable asset to our academic community.



Prof. Jitendranath Patri is an entrepreneurially driven business professional with extensive background in various areas of business, including working with a start-ups, retail, marketing, and technology. With close to 3 decades of experience, he has honed his skills in entrepreneurship, retail management, people & customer management, loyalty program design, digital marketing, brand management, e-commerce, budgeting, and mentorship.

In addition to his work with early-stage start-ups, Jitendranath Patri is an Adjunct Professor, head of COPE in Entrepreneurship at the DSU – SCMS, consulting partner with two SAAS start-ups (Xeno & Swirl) and a pod-cast host. With his wealth of experience, he is keen to make a difference and contribute to the growth of the retail & entrepreneurial ecosystem.



Dr. Chinmoy Kumar is presently engaged as a Professor in the area of Business Analytics at SCMS, Dayananda Sagar University. He holds a Ph.D. and carries with him over two decades of experience in academic research and teaching. Prof. Kumar has published more than two dozen business case studies and papers, along with a book on E-governance.

He has spoken actively at various forums and has also conducted several workshops for students and working executives. His research and teaching interests revolve around emerging technologies, business models, e-business competitiveness and e-governance for development. As a resource person, Dr. Kumar has conducted workshops and training programs for students and professionals alike, emphasizing emerging technologies, e-business, and e-governance.

