

NATIONAL UNIVERSITY OF SINGAPORE  
NUS Business School

Department of Marketing

## MKT 4415C MARKETING ANALYTICS

Lecturer: Practice Associate Professor Ashok Charan

Email: [bizakc@nus.edu.sg](mailto:bizakc@nus.edu.sg)

### COURSE DESCRIPTION

This course which *relates primarily to FMCG is designed to help participants become more effective marketing decision makers*. It bears strong emphasis on the application of market research and analytics, and encompasses key marketing concepts, theories and models.

The course is taught in an application and experience oriented fashion through lectures, class discussions, case studies, and a simulation exercise called *Destiny* that spans the duration of the course. Students will acquire critical analysis and decision making abilities to prepare them to tackle the marketing and business issues they are likely to confront in a career in marketing.

### Experiential Learning

The course combines theory with practice, linking the classroom with the FMCG workplace. It employs **Destiny**, a market simulator that mirrors the buying behaviour of FMCG decision makers, to give participants the unique experience of running a virtual organization. Participants strive to successfully manage and grow their organization; they engage in a broad array of business processes ranging from product development, marketing, retailing, category management, trade marketing and negotiations, financial planning and business strategy.

Through experiential learning participants compete in the marketplace, build relationships with trade partners, deploy the tools and techniques that marketers and retailers use to assess their mix and manage their portfolios, and develop an intuitive understanding of the underlying forces that drive FMCG markets.

Within the context of *Destiny*, participants also engage in a **product development exercise** conceiving of a new product innovation, and develop marketing mix and launch strategy wherein online and offline media are fully integrated.

## Applied Market Research

The digital age has fundamentally altered the manner we collect, process, analyze and disseminate market intelligence. Driven by advances in hardware, software and communications, the very nature of market research is rapidly changing. New techniques are emerging. The increased velocity of information flow enables marketers to respond with much greater speed to changes in the marketplace. Market research is timelier, less expensive, more actionable and more accurate ... all of which makes it of far greater importance to marketers.

Based on established research methodologies in the Market Research industry, this course is primarily designed to train marketing professionals in the use of market knowledge for taking day-to-day marketing decisions, and developing marketing strategies.

## ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

## CURRICULUM

### 1. Brand Image

(Chapter 1: Brand and Brand Image)

- Introduction.
  - Participants expectations, course outline, team formation
- Brand, brand image and positioning
  - Tracking brand image
  - Market segmentation, differentiation
  - Positioning and perceptual maps
- [Destiny overview](#), [Destiny project](#)

### 2. Brand Equity

(Chapter 2: Brand Equity)

- Brand Health Pyramid
- Measurement of brand equity
- Drivers of brand equity
- [Destiny: Decision I – Trial](#)

### 3. Advertising

(Chapter 12: How Advertising Works)

- How advertising works
  - Brief history – the development of advertising
  - How advertising works? Advertising models and theories
- [Destiny: Decision I – Final](#)
- [Destiny: Decision II](#)

### 4. Advertising Research

(Chapter 15: Advertising Research)

- Copy testing, advertising tracking
- Advertising evaluation
- Ad evaluation exercise
- Millward Brown's Awareness Index model
- [Destiny: Negotiations for Y3 \(Q1 to Q4, Decisions III-IV\)](#)
- [Destiny: Decision III](#)

### 5. Category Management

(Chapter 22: Category Management)

- [Shopper Trends](#)
- Category management
- Space management
- [Destiny: Decision IV](#)

### 6. Consumer Panel

(Chapter 7: Consumer Panels)

- [Inulas](#)
- Consumer and loyalty panels

## 7. Market Measurement

(Chapter 19: Retail Tracking)

- Market measurement services (retail tracking)
- Sampling statistics
- Exercise on analysis of business issues
- [Destiny business presentation – Manufacturers](#)

## 8. Sales and Distribution

(Chapter 21: Sales and Distribution)

- Sales and distribution strategies
- Metrics/analysis to address imperatives in sales/distribution
- Negotiations & purchasing orientation
- [Destiny business presentation – Retailers](#)

## 9. Price and Promotions

(Chapter 16: Price, Chapter 17: Promotion)

- Price elasticity & pricing research
- Promotions evaluation, market response modelling
- [Destiny: Negotiations for Y4 \(Q1 to Q4, Decisions V-VI\)](#)
- [Destiny: Decision V](#)

## 10. Product

(Chapter 10: Product Design, Chapter 11: Product Validation)

- [Vizag](#)
- Conjoint analysis
- Parfitt Collin's model
- BASES
- [Destiny: Decision VI](#)

## 11. Customer Satisfaction

(Chapter 6: Customer Satisfaction and Customer Value)

- [Hectomalt](#)
- Customer satisfaction research

## 12. Qualitative Research

(Chapter 4: Qualitative Research)

- [Hecto Grow](#)
- Qualitative research

## 13. Concluding Session

- [Test](#)

## CASE STUDIES

- Shopper Trends
- Inulas: Space Management of Breakfast Cereals
- Vizag – launch of a Concentrate Detergent Powder
- Hectomalt
- Hecto Grow

These case studies provide an understanding of how marketers apply market research to respond to the challenges confronting them in the marketplace.

## ASSESSMENT

Assessment is based on case studies, simulation exercise, test, and participation in class.

### Case Studies

- Case Presentation (team) 20%  
(Students within teams required to analyse one case study in depth, and present their analysis to the class.)

### Class Participation (individual)

10%  
(Participation in case discussion will contribute to overall score in class participation)

### Destiny Simulation (team)

40%  
(Evaluation based on team's performance, business review, and product development exercise)

### Test

30%  
(Multiple choice questions, short case study)

## READING MATERIALS

Course Textbook: **Marketing Analytics** – A Practitioner's Guide to Marketing Analytic and Research Methods, Ashok Charan. (ISBN: 978-981-4678-57-5 for softcover, [World Scientific Publishing Company](#))

Course lectures, case studies and course documents are posted on to the net.