

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

The digital age has fundamentally altered the manner we collect, process, analyse 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. *Marketing analytics is timelier, less expensive, more actionable and more accurate, and it is increasingly infused into today's business decision-making processes.*

This course combines theory with practice, linking the classroom with the *consumer marketing* workplace. It employs [Destiny©](#), a business simulator that mirrors the buying behaviour of consumers, to give participants the unique experience of running a virtual organization.

*Based on established analytic techniques and research methodologies, i.e. techniques that leading consumer marketing companies like P&G, Unilever and Coca-Cola are using all the time*, the module is designed to train marketing professionals in the use of market intelligence, and analytic techniques and research practices, for taking day-to-day marketing decisions, and developing and executing marketing strategies.

*To help practitioners become more effective marketing decision makers*, the course imparts a holistic learning experience in business management. Pitched against one another, participants learn to implement effective marketing and business strategies, and develop an understanding of what drives store choice and brand choice. They become proficient in the use of market knowledge and financial data for day-to-day business decisions pertaining to product development, marketing, retailing, category management, trade marketing, financial and business strategy. And they learn to effectively use market intelligence and analytics in the real world context where corporations need to manage business portfolios, compete with other companies and build relationships with trade partners.

Through this experiential learning programme, students 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.

# CURRICULUM

## 1. Brand Sensing

(Chapter 1: Brand Sensing)

- 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 overview of templates and reports](#)

## 3. Advertising

(Chapter 12: How Advertising Works)

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

## 4. Advertising Research

(Chapter 15: Advertising Research)

- Copy testing, advertising tracking
- Advertising evaluation
- Ad evaluation exercise
- Millward Brown's Awareness Index model
- [Destiny: Decision II](#)

## 5. Category Management

(Chapter 22: Category Management)

- [Shopper Trends](#)
- Category management
- Space management
- [Destiny: Negotiations for Y3 \(Q1 to Q4, Decisions III-IV\)](#)
- [Destiny: Decision III](#)

## 6. Consumer Panel

(Chapter 7: Consumer Panels)

- [Inulas](#)
- Consumer and loyalty panels
- [Destiny: Decision IV](#)

## 7. Market Measurement

(Chapter 19: Retail Tracking)

- Market measurement services (retail tracking), Sampling
- Negotiations (& purchasing orientation)
- [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
- Exercise on analysis of business issues
- [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 the team's performance and their business review)

### Test

30%  
(Multiple choice questions, short case study. You'll be allowed to use your books, laptop computers and reference notes. No internet.)

## 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](#))

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

### 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/>