

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School, Department of Marketing

MKT 4420 MARKETING ANALYTICS

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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 and analytics has changed, and new techniques have emerged.

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 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 that leading consumer marketing companies like P&G, Unilever and Coca-Cola regularly use, the module is designed to train marketing professionals in the application of market intelligence, 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. 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 and perceptual maps
- [Destiny project overview](#)

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 15: How Advertising Works)

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

4. Advertising Analytics

(Chapter 16: Advertising Analytics)

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

5. Category Management

(Chapter 23: Category Management)

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

6. Consumer Analytics and Consumer Panels

(Chapter 7: Consumer Analytics and Consumer Panels)

- [Inulas \(team: Inulas\)](#)
- Consumer analytics – consumer and loyalty panels
- [Destiny: Decision IV](#)

7. Market Measurement

(Chapter 20: Retail Tracking)

- Vizag (team: Anya)
- Market measurement services (retail tracking), Sampling
- Negotiations (& purchasing orientation)
- Destiny business presentation – conducted outside class.

8. Sales and Distribution

(Chapter 22: Sales and Distribution)

- Little People
- Sales and distribution strategies
- Metrics/analysis to address imperatives in sales/distribution
- Exercise on analysis of business issues
- Destiny: Negotiations for Y4 (Q1 to Q4, Decisions V-VI)
- Destiny: Decision V

9. Customer Satisfaction

(Chapter 6: Customer Satisfaction and Customer Value)

- Customer satisfaction research
- Test I

10. Product

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

- Hectomalt (team: Kai Yun)
- Conjoint analysis
- Parfitt Collin's model
- BASES
- Destiny: Decision VI

11. Qualitative Research

(Chapter 4: Qualitative Research)

- Hecto Grow (team: Synnova)
- Qualitative research

12. Price and Promotions

(Chapter 17: Price, Chapter 17: Promotion)

- Price elasticity & pricing research
- Yakult
- Promotions evaluation

13. Test and concluding remarks

- Test II

CASE STUDIES

- Shopper Trends – Food and Grocery Shopping in Singapore
- Inulas – Space Management of Breakfast Cereals
- Vizag – Launch into test market of Ariel detergent powder in Vizag
- Hectomalt – The challenge of resurrecting the brand
- Hecto Grow – Launch Evaluation
- Little People
- Yakult

ASSESSMENT

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

Case Studies

- Case Presentation (team) 15%
(Students within teams required to analyse one case study in depth, and present their analysis to the class.)

Participation (individual) 10%
(Participation in class/team exercises)

Destiny Simulation (team) 35% (20 + 15)
(Evaluation based on the team's performance and their business review)

Tests (2) 40% (2 × 20)
(Multiple-choice questions, short case study. You will be allowed to use your books, laptop computers, and the MAPG and reference notes.)

RESOURCE – [Marketing Analytics Practitioner's Guide \(MAPG\)](#)

The MAPG platform, which is available on a subscription basis, hosts an updated version of the text *Marketing Analytics – A Practitioner's Guide to Marketing Analytic and Research Methods*. In addition, it supports a wide range of analytics demos and tools, exercises (with explanations), customised facilities such as sticking notes, as well as course materials such as lecture presentations and case studies.

PREPARATION

This intense programme, which is designed to prepare you for a career in consumer marketing, demands a high level of involvement in the simulation exercise as well as the classroom sessions. You should read chapters and thoroughly analyse the case studies prior to each session.

The test at the conclusion of the programme is designed to assess your conceptual understanding of the subject, and you need to be well prepared to answer the questions.

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/>