



Mangalmai Institute of Management Technology
Greater Noida (U.P.)



MANGALMAY
INSTITUTE OF MANAGEMENT TECHNOLOGY

Greater Noida



ADD ON
CERTIFICATION PROGRAM
on
Marketing Analytics

BBA 3rd Year students

Date: 11th September, 2023 to 4th October, 2023
Time: 3:00 PM - 5:00 PM | Venue: Room No 205, B Block

Coordinator:
Mr. Sachin Kumar



Resource Person
Dr. Azad Singh

Toll-Free : 1800 103 3797 | www.mangalmai.net.in
Plot No. 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India



Date: 5th September, 2023

NOTICE

MIMT is organizing an Add-on certification course on "Marketing Analytics" starting from **11th September, 2023** in Room No 205, Block B, MIMT. This is to inform that all BBA 3rd Year students of the Management Department can enroll for the same.

The details of the certification is given below:

Program Details : -

Date: 11th September, 2023 to 4th October, 2023
Time: 3:00 PM - 5:00 PM
Venue: Room No 205, B Block, MIMT
Participants: Students of BBA 3rd Year
Resource Person: Dr. Azad Singh
Coordinator: Mr. Sachin Kumar
Registration: Interested students can give their names to the coordinator latest by 8/09/23


Associate Dean
MIMT

CC to:

Principal, MIMT

IQAC, MIMT

HODs/Coordinators

Faculty Members

Student Notice Board

Office File



Syllabus

(30 Hours)

Module 1: Fundamentals of Marketing Analytics

- 1. Introduction to Marketing Analytics: Overview of marketing analytics, its importance, and applications in modern marketing strategies.**
- 2. Data Collection and Management: Methods and tools for collecting and managing marketing data from various sources.**
- 3. Descriptive Analytics: Techniques to describe and summarize marketing data, including data visualization and summary statistics.**

Module 2: Advanced Analytical Techniques

- 4. Customer Segmentation: Methods for segmenting customers based on demographics, behavior, and other criteria.**
- 5. Predictive Analytics: Introduction to predictive models, forecasting techniques, and their application in marketing.**
- 6. Marketing Mix Modeling: Analysis of the effectiveness of different marketing channels and strategies.**

Module 3: Performance Measurement and Attribution

- 7. Attribution Modeling: Techniques to attribute conversions and sales to various marketing efforts accurately.**
- 8. Campaign Analysis: Measuring and analyzing the performance of marketing campaigns.**
- 9. Customer Lifetime Value (CLV) Analysis: Methods to calculate and utilize CLV for strategic decision-making.**

Module 4: Specialized Analytics Techniques

- 10. Social Media Analytics: Tools and techniques for analyzing social media data to measure engagement and sentiment.**
- 11. Web Analytics: Understanding web analytics tools like Google Analytics for tracking website performance and user behavior.**
- 12. A/B Testing and Experimentation: Designing and analyzing A/B tests to optimize marketing strategies.**

Module 5: Application and Reporting

- 13. Data-Driven Decision Making: How to make informed marketing decisions based on data analysis.**
- 14. Marketing Dashboards and Reporting: Creating and interpreting marketing dashboards for actionable insights.**



15. Course Review and Final Project Presentation: Review of key concepts, Q&A session, and presentation of final projects demonstrating practical application of learned concepts.

Schedule

Session	Content	Time	Date
S1	Introduction to Marketing Analytics: Overview of marketing analytics, its importance, and applications in modern marketing strategies.	3:00 PM - 5:00 PM	11th September, 2023
S2	Data Collection and Management: Methods and tools for collecting and managing marketing data from various sources.	3:00 PM - 5:00 PM	12th September, 2023
S3	Descriptive Analytics: Techniques to describe and summarize marketing data, including data visualization and summary statistics.	3:00 PM - 5:00 PM	13th September, 2023
S4	Customer Segmentation: Methods for segmenting customers based on demographics, behavior, and other criteria.	3:00 PM - 5:00 PM	14th September, 2023
S5	Predictive Analytics: Introduction to predictive models, forecasting techniques, and their application in marketing.	3:00 PM - 5:00 PM	15th September, 2023
S6	Marketing Mix Modeling: Analysis of the effectiveness of different marketing channels and strategies.	3:00 PM - 5:00 PM	18th September, 2023
S7	Attribution Modeling: Techniques to attribute conversions and sales to various marketing efforts accurately.	3:00 PM - 5:00 PM	20th September, 2023
S8	Campaign Analysis: Measuring and analyzing the performance of marketing campaigns.	3:00 PM - 5:00 PM	21st September, 2023
S9	Customer Lifetime Value (CLV) Analysis: Methods to calculate and utilize CLV for strategic decision-making.	3:00 PM - 5:00 PM	22nd September, 2023
S10	Social Media Analytics: Tools and techniques for analyzing social media data to measure engagement and sentiment.	3:00 PM - 5:00 PM	25th September, 2023
S11	Web Analytics: Understanding web analytics tools like Google Analytics for tracking website performance and user behavior.	3:00 PM - 5:00 PM	26th September, 2023
S12	A/B Testing and Experimentation: Designing and analyzing A/B tests to optimize marketing strategies.	3:00 PM - 5:00 PM	27th September, 2023



Mangalmai Institute of Management Technology
Greater Noida (U.P.)



S13	Data-Driven Decision Making: How to make informed marketing decisions based on data analysis.	3:00 PM - 5:00 PM	29th September, 2023
S14	Marketing Dashboards and Reporting: Creating and interpreting marketing dashboards for actionable insights.	3:00 PM - 5:00 PM	3rd October, 2023
S15	Course Review and Final Project Presentation: Review of key concepts, Q&A session, and presentation of final projects demonstrating practical application of learned concepts.	3:00 PM - 5:00 PM	4th October, 2023
	Assessment	3:00 PM - 4:00 PM	5th October, 2023



	Report
Name of Activity	Marketing Analytics
Date	9th October -15th November 2023
Venue	Room No 205, B Block, MIMT
Organised by	Management Department
Participation by	BBA 3rd Year students
No. of Participants	100
Resource Person	Dr. Azad Singh
Activity Convener	Mr. Sachin Kumar
Objective	<p>The aim of this certification course is:</p> <ul style="list-style-type: none">● To make students understand about direct and digital marketing for achieving marketing objectives, strategy and execution Overview of various direct and digital marketing tools for implementing digital strategy.● To help the students in learning of emerging trends and techniques especially in the field of marketing.● To provide them overview of different emerging analytical tools in the field of marketing analytics
Content	<p>Day 1: Introduction to Marketing Analytics</p> <p>On the first day, participants will be introduced to the concept of marketing analytics, understanding its definition and scope. The session will cover the importance of marketing analytics in modern marketing strategies and decision-making processes, highlighting its applications through real-world examples. An overview of the course structure and objectives will be provided to set the stage for the upcoming sessions.</p> <p>Day 2: Data Collection and Management</p> <p>Participants will learn about various methods and tools for collecting marketing data from different sources, including primary and secondary data collection techniques such as surveys, interviews, web</p>



scraping, and social media monitoring. The session will also cover the principles of data management, focusing on storing, organizing, and ensuring data quality. An introduction to data management tools like Excel and SQL will be provided.

Day 3: Descriptive Analytics

This session will focus on techniques to describe and summarize marketing data, including the use of summary statistics and data distribution analysis. Participants will learn about data visualization methods to create charts, graphs, and dashboards using tools like Tableau and Power BI. Real-world case studies will illustrate the application of descriptive analytics in marketing.

Day 4: Customer Segmentation

Participants will explore methods for segmenting customers based on various criteria such as demographics, behavior, psychographics, and geography. Techniques like K-means clustering and RFM analysis will be discussed, along with the use of tools like Python and R for segmentation. The practical applications of customer segmentation in tailoring marketing strategies will be emphasized.

Day 5: Predictive Analytics

The session will introduce predictive models and forecasting techniques used in marketing. Participants will learn about regression analysis, decision trees, and basic machine learning concepts. The use of predictive analytics tools like SAS, SPSS, and Python will be demonstrated. Practical applications, such as predicting customer behavior and sales trends, will be discussed.

Day 6: Marketing Mix Modeling

Participants will learn about the marketing mix (4Ps) and how different elements interact. Techniques for analyzing the effectiveness of various marketing channels and strategies using regression models will be covered. Case studies will showcase successful marketing mix models in different industries, highlighting their applications in budget allocation and ROI analysis.

Day 7: Attribution Modeling

This session will cover the importance of understanding the impact of different marketing channels. Various attribution models, including last-touch, first-touch, and multi-touch, will be discussed. Tools like Google Analytics and attribution modeling software will be introduced. Participants will learn how to optimize marketing spend across channels through accurate attribution.



Day 8: Campaign Analysis

Participants will learn how to measure and analyze the performance of marketing campaigns using key performance indicators (KPIs) such as click-through rates, conversion rates, and ROI. Techniques for pre- and post-campaign analysis, including lift analysis, will be discussed. Marketing automation platforms and tools like Google Analytics will be used to illustrate campaign analysis. Real-world case studies will be presented.

Day 9: Customer Lifetime Value (CLV) Analysis

The session will focus on the concept of Customer Lifetime Value (CLV), its definition, and importance. Participants will learn various methods to calculate CLV, including historical and predictive models. The practical applications of CLV in strategic decision-making, such as customer retention strategies and resource allocation, will be explored. Tools like Excel and Python will be used for CLV calculations.

Day 10: Social Media Analytics

Participants will delve into social media analytics, understanding its importance in measuring social media impact. Key metrics such as engagement, sentiment analysis, reach, and impressions will be covered. Tools like Hootsuite, Brandwatch, and Google Analytics will be introduced. Practical applications, including influencer marketing and content strategy optimization, will be discussed.

Day 11: Web Analytics

This session will focus on web analytics, covering key metrics like page views, bounce rates, session duration, and conversion rates. Participants will gain in-depth knowledge of Google Analytics, learning how to track website performance and user behavior. Techniques for setting up goals and funnels to optimize websites and improve user experience will be demonstrated.

Day 12: A/B Testing and Experimentation

Participants will learn about the importance of A/B testing in marketing. The session will cover the design of experiments, including selecting control and treatment groups, and the analysis of test results for statistical significance. Tools like Optimizely, VWO, and Google Optimize will be introduced. Practical applications, such as optimizing email marketing and landing pages, will be discussed.

Day 13: Data-Driven Decision Making

This session will outline the steps to make data-driven decisions in marketing. Participants will learn techniques to use data for



	<p>identifying opportunities, solving problems, and making predictions. Real-world examples of data-driven decision making in marketing will be presented, along with best practices to ensure data accuracy and avoid biases.</p> <p>Day 14: Marketing Dashboards and Reporting</p> <p>Participants will understand the role of dashboards in monitoring and reporting marketing performance. The principles of effective dashboard design will be covered, along with practical demonstrations using tools like Tableau and Power BI. The session will also discuss the importance of regular reporting schedules and techniques for interpreting and presenting data to stakeholders.</p> <p>Day 15: Course Review and Final Project Presentation</p> <p>The final day will be dedicated to reviewing the key concepts and techniques covered throughout the course. A Q&A session will address any remaining questions. Participants will present their final projects, demonstrating the practical application of the learned concepts using real or simulated data to solve a marketing problem or optimize a strategy. This presentation will consolidate their learning and showcase their analytical skills.</p>
Assessment	At the end of the Marketing Analytics there was a MCQ assessment assigned to assess the understanding level of the students.
Outcome of Activity	At the end, participants gained a thorough understanding of the significance and application of marketing analytics in modern marketing strategies. They will learn to effectively collect, manage, and ensure the quality of marketing data from various sources. Participants will develop skills in descriptive analytics for summarizing and visualizing data, and in customer segmentation to tailor marketing strategies based on demographic, behavioral, and psychographic criteria. The course equip them with predictive analytics techniques to forecast customer behavior and sales trends, and with marketing mix modeling to analyze and optimize marketing efforts for better ROI. They also learned to accurately attribute conversions to various marketing efforts, measure and analyze campaign performance, and calculate customer lifetime value for strategic decision-making. Additionally, participants gained expertise in social media analytics, web analytics, A/B testing, and creating effective marketing dashboards and reports. Through practical applications and a comprehensive final project, participants were able to demonstrate their analytical skills and strategic thinking, enabling them to make informed, data-driven decisions to enhance marketing success.



List of Beneficiaries

S. No	Roll Number	Student Name	Registered
1	210992105003	ABHINAV BHATI	Registered
2	210992105005	ABHISHEK BHADANA	Registered
3	210992105009	ABHISHEK YADAV	Registered
4	210992105010	ADARSH KUMAR GUPTA	Registered
5	210992105014	ADNAN KHAN	Registered
6	210992105015	AFTAB ANSARI	Registered
7	210992105018	AKASH GUPTA	Registered
8	210992105020	AKASH KUMAR	Registered
9	210992105028	AMAN KUMAR	Registered
10	210992105029	AMAN KUMAR	Registered
11	210992105032	AMIT RAUNIYAR	Registered
12	210992105036	ANANYA SHARMA	Registered
13	210992105040	ANKITA PRITAM	Registered
14	210992105042	ANMOL KUMAR THAKUR	Registered
15	210992105049	ANUJ LOHIYA	Registered
16	210992105052	ARJUN SINGH	Registered
17	210992105053	ARPAN BHATI	Registered
18	210992105055	ARUN BHATI	Registered
19	210992105060	ASHISH CHECHI	Registered
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21	210992105062	ASHU MAHESHWARI	Registered
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29	210992105090	FARHAN AHMAD KHAN	Registered
30	210992105091	GAURAV	Registered
31	210992105093	HARSH RAJ	Registered
32	210992105096	HARSH VIJAY	Registered
33	210992105101	ISHIKA PANSARI	Registered
34	210992105102	ISHITA CHAUHAN	Registered
35	210992105106	JYOTI CHAUHAN	Registered
36	210992105107	JYOTI NANDAN	Registered
37	210992105109	KAIF WALI	Registered
38	210992105110	KAJAL KUMARI	Registered



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40	210992105113	KASHISH RAWAT	Registered
41	210992105115	KAVYA GOEL	Registered
42	210992105116	KESHAV KUMAR	Registered
43	210992105117	KETAN	Registered
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97	210992105258	VISHWAJEET KUMAR	Registered
98	210992105262	YASHASVII KATHARIYA	Registered
99	210992105263	YOGESH KUMAR	Registered
100	210992105264	YOGESH KUMAR	Registered

Status of Students for Add on certificate of Marketing Analytics:-

S. No	Roll Number	Student Name	Registered	Status
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PROFILE OF THE RESOURCE PERSON



Dr. Azad Singh

Dr. Azad Singh, a JRF/SRF and MBA graduate, earned his Ph.D. from Chaudhary Devi Lal University, Haryana. He's a reviewer for IGI Global Journal and specializes in Human Resource Management & Marketing and General Management. With over 15 research papers (National and International) and book chapters to his name, He actively participates in conferences and is a sought-after speaker. He has over 10 years of blended experience in industry and academia, having worked with renowned companies like BMIT and DAAWAT, and prestigious institutions like *Guru Kashi University, Geeta University, and Chaudhary Devi Lal University*. Currently, he's enriching *Mangalmay Institute of Management and Technology in Greater Noida*. Dr. Singh's passion extends beyond academics. He regularly conducts workshops and webinars, and chairs sessions at national and international conclaves, inspiring aspiring professionals with his knowledge and experience.

Photograph Glimpses



Dr. Azad introduces the details, need, scope and future of Marketing analytics.



Students learning about how to make data-driven analysis and use it for better marketing of any product or service

Sample Certificate



CERTIFICATE

It is to certify that **Mr./Ms. ABHINAV BHATI** of **BBA 3rd year** has successfully completed **30 hours** certification course on **"Marketing Analytics"** from **11/09/2023 to 04/10/2023** organized by Mangalmay Institute of Management & Technology, Greater Noida.

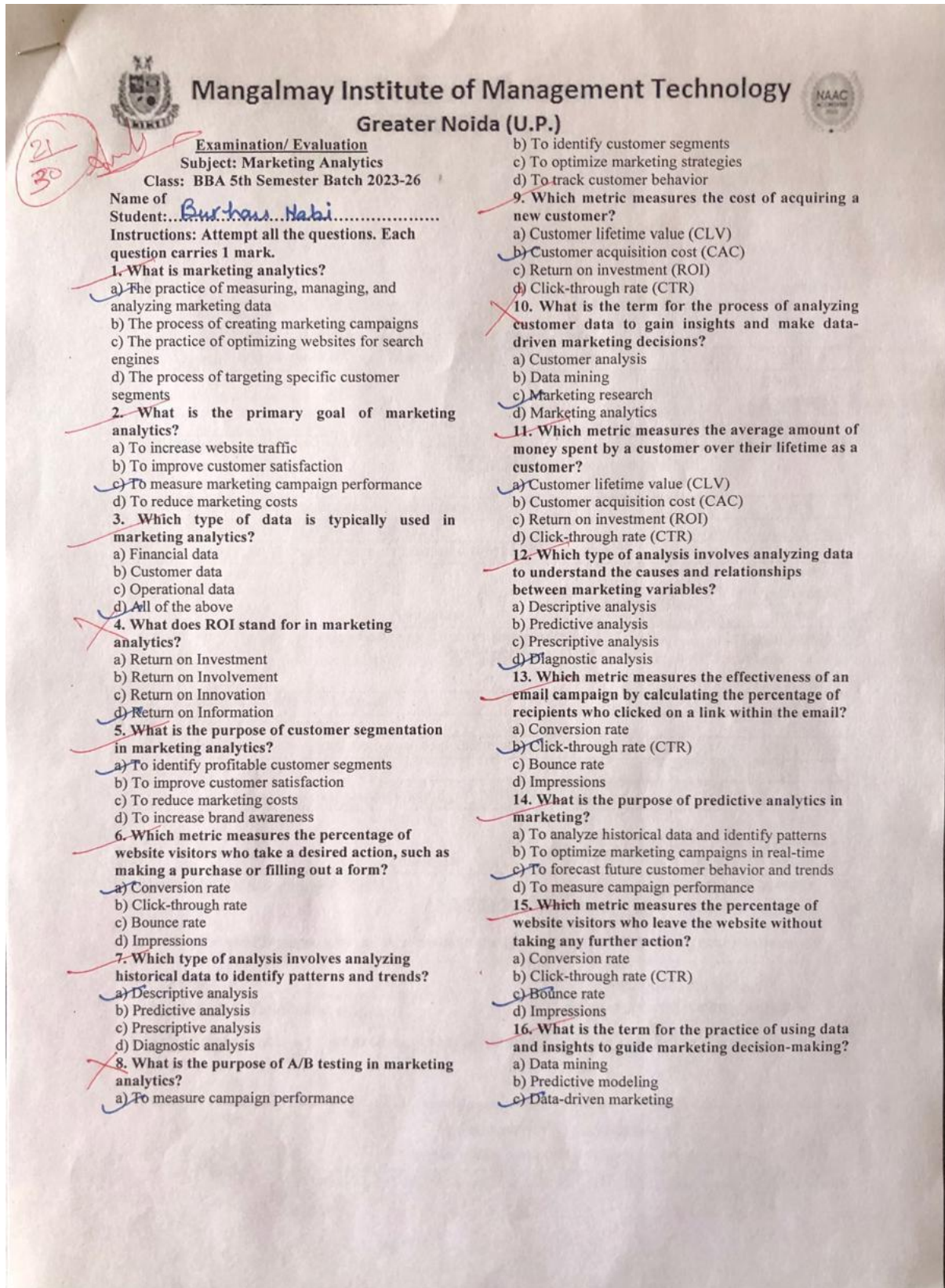
VICE CHAIRMAN
Mangalmay Group of
Institutions

IQAC Coordinator
Mangalmay Institute of
Management & Technology

PRINCIPAL
Mangalmay Institute of
Management & Technology



Sample Assessment



Mangalmai Institute of Management Technology
Greater Noida (U.P.)

Examination/ Evaluation
Subject: Marketing Analytics

Class: BBA 5th Semester Batch 2023-26

Name of Student: Burhan Nabi

Instructions: Attempt all the questions. Each question carries 1 mark.

1. What is marketing analytics?

- a) The practice of measuring, managing, and analyzing marketing data
- b) The process of creating marketing campaigns
- c) The practice of optimizing websites for search engines
- d) The process of targeting specific customer segments

2. What is the primary goal of marketing analytics?

- a) To increase website traffic
- b) To improve customer satisfaction
- c) To measure marketing campaign performance
- d) To reduce marketing costs

3. Which type of data is typically used in marketing analytics?

- a) Financial data
- b) Customer data
- c) Operational data
- d) All of the above

4. What does ROI stand for in marketing analytics?

- a) Return on Investment
- b) Return on Involvement
- c) Return on Innovation
- d) Return on Information

5. What is the purpose of customer segmentation in marketing analytics?

- a) To identify profitable customer segments
- b) To improve customer satisfaction
- c) To reduce marketing costs
- d) To increase brand awareness

6. Which metric measures the percentage of website visitors who take a desired action, such as making a purchase or filling out a form?

- a) Conversion rate
- b) Click-through rate
- c) Bounce rate
- d) Impressions

7. Which type of analysis involves analyzing historical data to identify patterns and trends?

- a) Descriptive analysis
- b) Predictive analysis
- c) Prescriptive analysis
- d) Diagnostic analysis

8. What is the purpose of A/B testing in marketing analytics?

- a) To measure campaign performance

- b) To identify customer segments
- c) To optimize marketing strategies
- d) To track customer behavior

9. Which metric measures the cost of acquiring a new customer?

- a) Customer lifetime value (CLV)
- b) Customer acquisition cost (CAC)
- c) Return on investment (ROI)
- d) Click-through rate (CTR)

10. What is the term for the process of analyzing customer data to gain insights and make data-driven marketing decisions?

- a) Customer analysis
- b) Data mining
- c) Marketing research
- d) Marketing analytics

11. Which metric measures the average amount of money spent by a customer over their lifetime as a customer?

- a) Customer lifetime value (CLV)
- b) Customer acquisition cost (CAC)
- c) Return on investment (ROI)
- d) Click-through rate (CTR)

12. Which type of analysis involves analyzing data to understand the causes and relationships between marketing variables?

- a) Descriptive analysis
- b) Predictive analysis
- c) Prescriptive analysis
- d) Diagnostic analysis

13. Which metric measures the effectiveness of an email campaign by calculating the percentage of recipients who clicked on a link within the email?

- a) Conversion rate
- b) Click-through rate (CTR)
- c) Bounce rate
- d) Impressions

14. What is the purpose of predictive analytics in marketing?

- a) To analyze historical data and identify patterns
- b) To optimize marketing campaigns in real-time
- c) To forecast future customer behavior and trends
- d) To measure campaign performance

15. Which metric measures the percentage of website visitors who leave the website without taking any further action?

- a) Conversion rate
- b) Click-through rate (CTR)
- c) Bounce rate
- d) Impressions

16. What is the term for the practice of using data and insights to guide marketing decision-making?

- a) Data mining
- b) Predictive modeling
- c) Data-driven marketing



d) Customer profiling

17. Which metric measures the number of times an advertisement is shown to potential customers?

- a) Conversion rate
- b) Click-through rate (CTR)
- c) Bounce rate
- d) Impressions

18. What is the purpose of prescriptive analytics in marketing?

- a) To analyze historical data and identify patterns
- b) To optimize marketing campaigns in real-time
- c) To forecast future customer behavior and trends
- d) To recommend the best course of action based on data analysis

19. Which metric measures the effectiveness of a digital advertising campaign by calculating the percentage of recipients who clicked on the ad?

- a) Conversion rate
- b) Click-through rate (CTR)
- c) Bounce rate
- d) Impressions

20. What is the term for the process of analyzing customer data to identify patterns and trends?

- a) Descriptive analysis
- b) Predictive analysis
- c) Prescriptive analysis
- d) Diagnostic analysis

21. Which metric measures the effectiveness of a marketing campaign by calculating the percentage of recipients who completed a desired action?

- a) Conversion rate
- b) Click-through rate (CTR)
- c) Bounce rate
- d) Impressions

22. What is the purpose of diagnostic analytics in marketing?

- a) To analyze historical data and identify patterns
- b) To optimize marketing campaigns in real-time
- c) To forecast future customer behavior and trends
- d) To understand the causes and relationships between marketing variables

23. Which metric measures the percentage of website visitors who clicked on a specific link within a webpage?

- a) Conversion rate
- b) Click-through rate (CTR)
- c) Bounce rate
- d) Impressions

24. What is the term for the practice of analyzing data to understand and predict customer behavior?

- a) Data analysis
- b) Data mining
- c) Predictive modeling
- d) Customer profiling

25. Which metric measures the effectiveness of a social media campaign by calculating the percentage of recipients who engaged with the content?

- a) Conversion rate
- b) Click-through rate (CTR)
- c) Engagement rate
- d) Impressions

26. What is the term for the practice of using data visualization techniques to present marketing data in a visual format?

- a) Data mining
- b) Data visualization
- c) Predictive modeling
- d) Customer segmentation

27. Which metric measures the profitability of a marketing campaign by calculating the revenue generated minus the marketing costs?

- a) Return on investment (ROI)
- b) Customer lifetime value (CLV)
- c) Customer acquisition cost (CAC)
- d) Click-through rate (CTR)

28. What is the purpose of real-time analytics in marketing?

- a) To analyze historical data and identify patterns
- b) To optimize marketing campaigns in real-time
- c) To forecast future customer behavior and trends
- d) To measure campaign performance

29. Which metric measures the number of times a specific action was completed by website visitors?

- a) Conversion rate
- b) Click-through rate (CTR)
- c) Engagement rate
- d) Impressions

30. What is the term for the practice of analyzing customer data to create detailed profiles and understand customer preferences?

- a) Data mining
- b) Data analysis
- c) Predictive modeling
- d) Customer profiling