

Educational Institution
“Belarus State Economic University”

APPROVED BY
Rector of Educational Institution
“Belarus State Economic University”

A.Egorov

19.12 2024 year.
Registration number № 6463-24

MARKETING ANALYTICS

The curriculum of the Educational Institution
in the academic discipline for the major
7-06-0412-04 "Marketing"

The curriculum is based on the educational standard for advanced higher education ESHE 7-06-0412-04-2023, and the curriculum for the major 7-06-0412-04 “Marketing”

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RECOMMENDED FOR APPROVAL:

Department of Marketing of the Educational Institution "Belarusian State Economic University"

(protocol No. 4 dated 11. 11.2024);

Methodological commission for the specialties “Marketing”, “Logistics”, “Advertising activities” of the educational institution “Belarusian State Economic university”

(protocol No. 2 dated 29. 11.2024);

Scientific and methodological council of the educational institution "Belarusian State Economic University"

(protocol No. 2 dated 18. 12.2024).

EXPLANATORY NOTE

Marketing Analytics is one of the fundamental disciplines that shape the professional skills of marketers. Marketing analytics are necessary for companies in almost any field, due to which it is considered universal for use. The ultimate goal of analytical work is to develop optimal strategies for internal and external development, which can help the business to generate potentially large profits.

The purpose of the discipline is to give an idea of integrated marketing analytics, to form a clear idea among students of how marketing analysis should be carried out in order to reduce the risk of an enterprise's marketing activities, to increase the efficiency of management decisions, and in certain cases, to regulate market processes.

Achieving this goal involves solving the **following tasks**:

- clarifying the specifics of marketing analytics;
- study of techniques and methods used in marketing analytics;
- developing skills in applying research methods in marketing.

On completion of this course, Master's Degree students should have the following competencies:

specialized:

determine the main analytical metrics to track the effectiveness of various marketing activities, carry out an analysis of the profitability and marginality of the business and products of the organization's product portfolio, work with databases

On completion of this course, Master's Degree students should

know:

- the role and importance of marketing analytics, principles and methodology for conducting a comprehensive marketing analysis;
- approaches to the selection of the necessary information for the purposes of marketing analytics;
- the basics of interpreting various marketing data and their combination to develop relevant management decisions.

be able to:

- plan and organize the process of comprehensive analysis of marketing activities at the enterprise;
- apply the necessary tools depending on the field of activity of the organization and the characteristics of the market;
- identify patterns and cause-and-effect relationships between various data and their impact on the activities of the enterprise;
- generate competent reports that serve as the basis for making strategic marketing decisions.

have a skill in:

- using systematic approach to the problems of marketing analysis and marketing decision-making;

- applying of a set of knowledge and skills necessary for professional work in the field of analytics.

As part of the educational process in this academic discipline, a master's student must acquire not only theoretical and practical knowledge and skills in his specialty, but also develop his value-personal, spiritual potential, develop the qualities of a patriot and citizen, ready for active participation in economic, industrial, socio-cultural and public life of the country.

The academic discipline “Marketing Analytics” belongs to the module “Managing International Marketing” of the higher education component.

The discipline “Marketing Analytics” is studied on the basis of the disciplines “Information Technology”, “Internet Marketing”, “Marketing in Electronic Business”, “E-commerce”.

Form of higher education: full-time.

In accordance with the curriculum of major 7-06-0412-04 “Marketing”, the discipline is allocated to:

Full-time education:

total number of teaching hours – 108, in-class hours - 48, of which lectures - 20 hours, seminars - 28 hours.

Distribution of classroom time by courses and semesters:

2nd semester – lectures - 20 hours, seminars - 28 hours;

Independent work of master students – 60 hours;

Credits – 3 units.

The form of intermediate certification is an exam in the 2nd semester.

CONTENT OF TRAINING MATERIAL

Topic 1. Marketing analytics: concept, methods, process

Concept, essence and role of analytics in marketing. Directions and tasks of marketing analytics. Analytics as a competitive advantage. The process of planning and organizing a comprehensive analysis of the marketing activities of an enterprise. Marketing analysis methods. The specifics of the implementation of analytics in certain areas to achieve the strategic and tactical goals of business development.

Information support of marketing analysis. Statistical analysis methods. Correlation and regression methods. Factor analysis. Simulation by the Monte Carlo method. Index and graphical methods. Experimental design. PATTERN, RetailAudit, Hall-test, Home-test and other hybrid methods of analysis in marketing.

Topic 2. Intra-corporate analytics

Actual and predictive analytics on sales, profitability and profitability as a whole for the enterprise and with a breakdown by customers and types of products. Analysis of marketing costs. Analysis of value factors. Analytics by promotion channels and individual communication programs. Brand analysis. The level of brand awareness and product cannibalization in the category. Analysis of corporate social responsibility. Analysis of the validity of pricing decisions in different market segments. Product analytics. Analysis of corporate culture and intra-company marketing.

Topic 3. Market analytics

Capacity and market share. Market concentration. Analysis of market trends. Brand development indices and categories. Analysis and forecasting of demand. Correlation and regression methods in the study and analysis of demand. Analysis of the seasonality of demand. Elasticity of demand. Analysis of unmet needs. Analysis of marketing channels. Analysis of competitors and the competitive position of the enterprise. Methods for assessing competitiveness.

Factors affecting the competitiveness of the enterprise. Regulation of competitiveness based on the analysis of the rate of return. Analysis of the positioning of competitors. Analysis of the current price structure in the industry. Supplier analysis.

Topic 4. Customer analytics

Analysis of needs, expectations, consumption patterns and perception of the company's products. Analysis of customer satisfaction, lifetime value. Multi-factor customer analytics (segmentation and profiling), identifying trends and dependencies, predicting behavior (next best offer, churn). Algorithm for RFM analysis. Analysis of the profitability / loss ratio of clients. Cohort analysis. Analysis of the customer experience map (customer journey map, customer decision journey, service blueprint, customer experience map). Unit economics.

EDUCATIONAL AND METHODOLOGICAL MAP OF THE ACADEMIC DISCIPLINE

"Marketing Analytics"

Majors 7-06-0412-04 "Marketing"

(full-time receiving advanced higher education)

Section number, topics	Title of section, topic	Number of in-class hours						Literature	Form of knowledge control
		Lectures	Tutorials	Seminars	Laboratory classes	Number of hours of supervised independent work			
						L	T/S		
1	2	3	4	5	6	7	8	9	10
2 semester									
Topic 1	Marketing analytics: concept, methods, process	2				2		[1-5, 6, 13]	
	Marketing analytics: concept, methods, process			4			2	[1-5, 6, 13]	Survey, abstracts on the topic, tasks, discussion
Topic 2	Intra-corporate analytics	4						[1-3, 7-14]	
	Intra-corporate analytics			4			2	[1-3, 7-14]	Test, discussion, presentations
Topic 3	Market analytics	4				2		[3-14]	
	Market analytics			4			4	[3-14]	Research project, calculation tasks
Topic 4	Customer analytics	4				2		[3-4, 8-9, 13-14]	
	Customer analytics			4			4	[3-4, 8-9, 13-14]	Calculation tasks, case-studies
	Total 2 nd semester	14		16		6	12		Exam
	Total hours	14		16		6	12		

INFORMATIONAL AND METHODOLOGICAL PART

Literature

Basic:

1. M.T. Nuseir, A.I. Aljumah, Traditional marketing analytics, big data analytics and big data system quality and the success of new product development / Mohammed T. Nuseir, Ahmad Ibrahim Aljumah. – Business Process Management Journal (ahead-of-print), June 2021. – https://www.researchgate.net/publication/352521067_Traditional_marketing_analytics_big_data_analytics_and_big_data_system_quality_and_the_success_of_new_product_development.
2. J.N. Sheth, New areas of research in marketing strategy, consumer behavior, and marketing analytics: the future is bright / Jagdish N. Sheth. – The Journal of Marketing Theory and Practice 29(2):1-10, January 2021. – https://www.researchgate.net/publication/348399244_New_areas_of_research_in_marketing_strategy_consumer_behavior_and_marketing_analytics_the_future_is_bright.
3. Grigsby, M. Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques / Mike Grigsby. - Kogan Page; 2nd edition, 2018. – 240p.
4. Journal of Marketing Analytics. – <https://www.palgrave.com/gp/journal/41270>.
5. McKinsey Marketing & Sales Insights. – <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights>.
6. Rockcontent Blog, category Marketing. – <https://rockcontent.com/blog/category/marketing/>
7. Iacobucci, D., Petrescu, M. The state of marketing analytics in research and practice / Dawn Iacobucci, Maria Petrescu, Anjala Krishen, Michael Bendixen. – Journal of Marketing Analytics 7(2), 2019. – https://www.researchgate.net/publication/335027590_The_state_of_marketing_analytics_in_research_and_practice.

Additional:

8. Bendle, N., Farris, P. Marketing Metrics. The Manager's guide to measuring marketing performance / Neil Bendle, Paul Farris, Phillip Pfeifer, David Reibstein. - Pearson; 4th edition, 2020. – 512p.
9. Hajli, N., Tajvidi, M., Gbadamosi, A. and Nadeem, W. (2020), "Understanding market agility for newproduct success with big data analytics", Industrial Marketing Management, Vol. 86, pp. 135-143.

10. Hazen, B.T., Boone, C.A., Ezell, J.D. and Jones-Farmer, L.A. (2014), "Data quality for data science, predictive analytics, and big data in supply chain management: an introduction to the problem and suggestions for research and applications", *International Journal of Production Economics*, Vol. 154, pp. 72-80.

11. Teece DJ. The foundations of enterprise performance: dynamic and ordinary capabilities in an (economic) theory of firms. *Acad Manag Perspect.* 2014. – <https://journals.aom.org/doi/10.5465/amp.2013.0116>

12. Erevelles S, Fukawa N, Swayne L. Big data consumer analytics and the transformation of marketing. *J Bus Res.* 2016. - <https://www.sciencedirect.com/science/article/abs/pii/S0148296315002842?via%3Dihub>.

13. Hajli N, Tajvidi M, Gbadamosi A, Nadeem W. Understanding market agility for new product success with big data analytics. *Ind Mark Manag.* 2020. - <https://www.sciencedirect.com/science/article/abs/pii/S0019850118304735?via%3Dihub>.

14. Hanssens DM, Pauwels KH. Demonstrating the value of marketing. *J Mark.* 2016. - <https://journals.sagepub.com/doi/10.1509/jm.15.0417>.

Questions for the exam

1. Concept, essence and role of analytics in marketing.
2. Directions and tasks of marketing analytics.
3. Analytics as a competitive advantage.
4. The process of planning and organizing a comprehensive analysis.
5. Methods for conducting marketing analysis.
6. Information support of marketing analysis.
7. Statistical analysis methods.
8. Correlation and regression methods.
9. Factor analysis.
10. Simulation by the Monte Carlo method.
11. Index and graphical methods.
12. Experimental design.
13. Hybrid analysis methods in marketing.
14. Predictive analytics for sales.
15. Analysis of marketing costs.
16. Analysis of value factors.
17. Analytics by promotion channels
18. Level of brand awareness
19. Cannibalization of products in a category.
20. Analysis of corporate social responsibility.
21. Analysis of the validity of price decisions.
22. Product analytics.
23. Analysis of corporate culture and intra-company marketing.
24. Capacity and market share.
25. Indexes of brand and category development.
26. Analysis and forecasting of demand.
27. Analysis of the seasonality of demand.
28. Elasticity of demand.
29. Analysis of unmet needs.
30. Analysis of the competitive position of the enterprise.
31. Methods for assessing competitiveness.
32. Analysis of suppliers.
33. Analysis of customer satisfaction, lifetime value.
34. Multi-factor customer analytics.
35. Algorithm for RFM analysis.
36. Cohort analysis.
37. Analysis of the customer experience map.
38. Unit economics.

Organization of independent work of master's degree students

To obtain competencies in an academic discipline, an important stage is the independent work of master's degree students.

A full-time master's degree students is given 60 hours for independent work.

The content of master's degree students' independent work includes all topics of the academic discipline from the "Content of educational material" section.

When studying an academic discipline, the following forms of independent work are used:

- independent work in the form of solving individual problems in the classroom during practical classes under the supervision of a teacher in accordance with the training schedule;
- in-depth study of sections, topics, individual issues, concepts;
- performing standard calculations, individual projects;
- preparation for practical classes, including preparation of messages, thematic reports, information and demonstration materials, presentations, etc.;
- work with educational, reference, analytical and other literature and materials;
- compiling a review of scientific (scientific and technical) literature on a given topic;
- performing information searches and compiling a thematic selection of literary sources and Internet sources;
- analytical text processing (annotating, summarizing, reviewing, summarizing);
- preparation for passing the exam.

Quality control of knowledge acquisition

Diagnosis of the quality of knowledge acquisition is carried out within the framework of ongoing monitoring and intermediate certification. Current control activities are carried out throughout the semester and include the following forms of control:

- survey;
- abstracts on the topic;
- tasks;
- discussion;
- presentations;
- case-studies;
- research project;
- calculation tasks;
- test.

Current certification in the academic discipline is carried out at least three times a semester. The result of ongoing monitoring for the semester is assessed by a mark on a ten-point scale and is derived based on the marks given during the ongoing monitoring activities during the semester.

Requirements for master's degree students when passing intermediate certification.

Master's degree students are admitted to intermediate certification in an academic discipline, subject to successful completion of the current certification (implementation of ongoing control measures) in the academic discipline provided for in the current semester by this curriculum.

Interim certification is carried out in the form of an exam.

Methodology for forming a grade in an academic discipline

In accordance with the Regulations on the rating system for assessing the knowledge, skills and abilities of BSEU Master's degree students.

**THE PROTOCOL OF COORDINATION OF THE CURRICULUM FOR THE
STUDIED ACADEMIC DISCIPLINE WITH OTHER DISCIPLINES OF THE
MAJOR**

The name of the school disciplines with which approval required	Title of the department	suggestions about changes in curriculum content institutions of higher academic education	The decision taken by the department that developed the curriculum (with the date and protocol number)
E-commerce	Department of Marketing	No suggestions	Protocol № ____ from ____, 2024