

Educational Institution
“Belarus State Economic University”

APPROVED BY
Rector of Educational Institution
“Belarus State Economic University”
_____ A.Egorov
_____ 2021 year.
Registration number № _____

MARKETING ANALYTICS

The curriculum of the Educational Institution of higher education in the academic
discipline for the major 1-26 80 05 "Marketing"

The curriculum is based on the curriculum for the major 1-26 80 05 "Marketing", reg. No. 89MГP-21 from 26.02.2021.

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RECOMMENDED FOR CONFIRMATION:

The Marketing Department of the Belarus State Economic University
(protocol № ____ from _____ 2021);

Scientific and Methodological Council of the Belarus State Economic University
(protocol № ____ from _____ 2021).

COURSE INTRODUCTION

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.

The main goal of the discipline is the formation of professional competence in the field of:

- modern marketing mechanism to influence the competitive position of the company in the market;
- the use of analytical tools for solving marketing business problems.

As a result of studying the discipline, the student must

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 skills in using:

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

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

The discipline "Marketing Analytics" is closely related to disciplines such as global marketing, strategic marketing, digital marketing, e-commerce, etc.

For profiling "International Marketing":

Full-time education. There are 108 hours in the discipline, of which there are 48 classroom hours, including 20 hours - lectures, practical / seminar classes - 28 hours.

The form of control is an exam.

As a result of studying the discipline, the student must possess the following competencies: determine the main analytical metrics to track the effectiveness of various marketing activities, analyze the profitability and marginality of the business and products of the organization's product portfolio, work with databases (CK-7).

CONTENTS

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 Course Outline

Topic No.	Topic name, topic contents	Number of classroom hours							Literature	Form of control
		Lectures (L)	Practical classes (PC)	Seminars (S)	Laboratory Classes (LC)	Managed (controlled) student independent learning				
						L	PC/ S	LC		
1	2	3	4	5	6	7	8	9	10	11
1	Marketing analytics: concept, methods, process	4		2		4	0		[1-5, 6, 13]	group discussion, test
2	Intra-corporate analytics	4		4		0	6		[1-3, 18-19]	calculation tasks, case-studies
3	Market analytics	2		4		0	6		[3-18]	group discussion, research project
4	Customer analytics	2		4		4	2		[3-4, 8-9, 15-19]	group discussion, research project
	Total	12		14		8	14			Exam

METHODICAL RECOMMENDATIONS FOR THE STUDY OF DISCIPLINE

In mastering the knowledge of the discipline an important step is the independent work of students. We recommend a budget of time for independent work on average 2-2.5 hours for a 2-hour classroom.

The main areas of independent master's student work are:

- initially detailed familiarization with the program of the academic discipline;
- acquaintance with the list of recommended literature on the discipline as a whole and its sections, its presence in the library and other available sources, study of the necessary literature on the topic, selection of additional literature;
- study and expansion of the lecture material of the teacher due to the special literature, consultations;
- preparation for practical and seminars on specially developed plans with the study of basic and additional literature;
- preparation for the implementation of diagnostic forms of control (tests, colloquiums, examinations, etc.);
- work on the implementation of abstracts and essays;
- exam preparation.

LITERATURE

BASIC

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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>.

The protocol of coordination of the curriculum for the studied academic discipline with other disciplines of the specialty

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)
1. Marketing of Innovation Project	Department of Industrial Marketing and Communications	No suggestions	Protocol № __ from _____, 2021

**ADDITIONS AND AMENDMENTS TO THE EDUCATIONAL PROGRAM
ON THE STUDIED TRAINING DISCIPLINE**

for the _____ year

№	Additions and changes	The ground

The curriculum is revised and approved at a meeting of the Department of Marketing (protocol № ____ from _____ 20__ year)

Head of the Department

APPROVED BY

Director of IMP
