

Module Outline

Module Code : MKT4420/MKT4812
Module Title : Marketing Analytics
Semester : Semester II, AY20/21
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Overview

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 marketplace. 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 groom 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.

In addition to the experiential learning, the lectures, presentations, class discussions and case studies, teams are coached and grilled in close business review meetings. It is a rigorous programme that is intended to impart the critical analysis and decision-making abilities that students need to tackle the issues they will confront in a career in marketing.

Module Objectives

Combining theory with practice, this course imparts a holistic, multi-faceted learning experience that aims to groom effective marketing decision makers. The learning outcomes encompass:

- Brand management and category management, in the context of consumer marketing. Participants shall acquire functional skills in marketing and retailing, grasp what it takes to market a FMCG product, and develop an appreciation of how a retailing business is run.
- Market Intelligence: Participants learn to make good use of market and business analytics, market research, and financial statements for decision-making.

General Guide & Reading (e.g. Case preparation guide, project report guide, main textbook & supplementary materials, etc)

Resources include the online platform [Marketing Mind](#) and the [Marketing Analytics Practitioner’s eGuide \(MAPG\)](#).

MAPG, 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.

Marketing Mind is a freely accessible site that hosts the Marketing Analytics Practitioner’s Guide.

Case studies include:

- 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

Assessment

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

| Assessment Components | Weightage |
|---|------------------|
| Participation (individual) Case reflections – 1 page, bullet-point written submissions. Participation in class/team exercises. | 10% 10% |
| Destiny Simulation (team) Evaluation is based on key performance metrics for the simulation, and a formal business review conducted over a coaching session. | 40% (20 + 20) |
| Tests (2) Comprising of multiple-choice questions and/or short case study. You will be allowed to use your books, laptop computers, and the MAPG/reference notes for the tests. | 40% (2 × 20) |

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’ 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 doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

About me

I am the author of books on marketing analytics and digital marketing, creator of the Destiny market simulator, and developer of various tools and solutions for practitioners, including MarketingMind, an eGuide for consumer analysts and marketing professionals.

Essentially a practitioner, I practice what I teach and teach what I practice. Over 25 years, my industry experience spans general management, corporate planning, business development, market research and marketing. Prior to joining the NUS Business School, I worked with Nielsen and Unilever. At Nielsen, I assumed a number of roles including Managing Director for Singapore, and Regional Area Client Director — Asia Pacific.

Schedule and Outline

| Lesson/ Week | Topic | Chapter | Activity (preparation / cases & assignments / follow-up readings & resources) |
|-----------------|--|---|---|
| 1 | Brand Sensing | 1. Brand Sensing | <ul style="list-style-type: none"> • Introduction: Participants' expectations, course outline, team formation • Brand, brand image and positioning: Tracking brand image and perceptual maps • Destiny project overview |
| 2 | Brand Equity | 2. Brand Equity | <ul style="list-style-type: none"> • Brand Health Pyramid • Measurement of brand equity • Drivers of brand equity • Destiny overview of templates and reports |
| 3 | Advertising | 22. How Advertising Works | <ul style="list-style-type: none"> • How advertising works — Advertising models and theories • Destiny: Decision templates • Destiny: Decision I – Trial |
| 4 | Advertising Analytics | 23. Advertising Analytics | <ul style="list-style-type: none"> • Copy testing, advertising tracking • Advertising evaluation, Ad evaluation exercise • Millward Brown's Awareness Index model • Destiny: Decision I (Final), Decision II |
| 5 | Category Management | 31. Category Management | <ul style="list-style-type: none"> • Shopper Trends • Category and Space management • Destiny: Negotiations for Y3 (Q1 to Q4, Decisions III-IV) • Destiny: Decision III |
| 6 | Consumer Analytics and Consumer Panels | 7. Consumer Analytics and Consumer Panels | <ul style="list-style-type: none"> • Inulas • Consumer analytics – consumer and loyalty panels • Destiny: Decision IV |
| 7 | Market Measurement | 28. Retail Tracking | <ul style="list-style-type: none"> • Vizag • Market measurement services (retail tracking) • Negotiations (& purchasing orientation) • Destiny business presentation – conducted outside class. |
| 8 | Sales and Distribution | 30. Sales and Distribution | <ul style="list-style-type: none"> • Sales and distribution strategies • Metrics/analysis to address imperatives in sales/distribution • Destiny business presentation – conducted outside class |

| Lesson/ Week | Topic | Chapter | Activity (preparation / cases & assignments / follow-up readings & resources) |
|-----------------|----------------------------|---|---|
| 9 | Qualitative Research, TEST | 4. Qualitative Research | <ul style="list-style-type: none"> • Qualitative research • Test I • Destiny: Negotiations for Y4 (Q1 to Q4, Decisions V-VI) • Destiny: Decision V |
| 10 | Product | 9, 10, 11: Product Design, Product Validation | <ul style="list-style-type: none"> • Hectomalt • Conjoint analysis • TRB Sales Forecasting – consumer panel based • BASES • Destiny: Decision VI |
| 11 | Price and Promotions | 26. Price 27. Promotion | <ul style="list-style-type: none"> • Hecto Grow • Price elasticity & pricing research • Promotions evaluation |
| 12 | TEST | | Test II |
| 13 | Customer Satisfaction | 6. Customer Satisfaction and Customer Value | <ul style="list-style-type: none"> • Customer satisfaction research |