

Marketing Analytics



“Fluffy and Weak”

- “Fluffy and weak”. That, according to a recent study by Marketing Week and Econsultancy, sums up what CFOs think of marketers.
- This perception stems largely from a lack of understanding. And the problem is not merely that CFOs don’t understand; marketers often fail to grasp the intricacies of their trade.
- They go through the processes of developing and launching products, advertising, promoting, pricing and distributing, and they rely on several agencies, business partners and their company’s resources to do so.
- But, when and where do they master the art and science of marketing?
- **Is marketing education fluffy too?**



MW
marketingweek.com
13 November 2014

Fluffy. Weak. This is what the CFO thinks of you

Top finance directors on how marketers
must change to find boardroom success

Inside

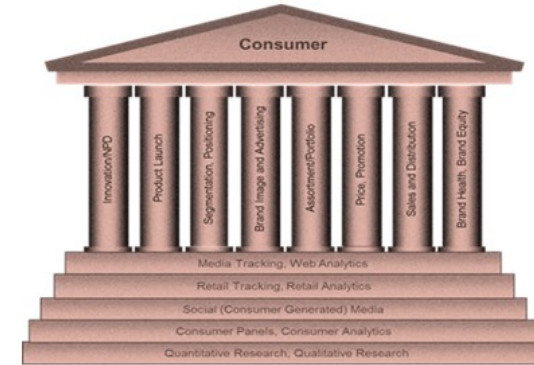
No consent
Marketers underestimate
consumer privacy concerns

Digital identity
Ready for 'platforms
of federated trust'?

Mark Ritson
Stop this propaganda
about social media

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Marketing Analytics: Marketing in the 21st Century



Marketing Analytics Practitioner's Guide

- The discipline of marketing is a complex blend of both art and science.
 - And with advances in IT, the discipline is even more deeply embedded in analytics, relying on intelligence that is timelier, less expensive, and more accurate and actionable.
- Fuffy?

Marketing Analytics

- Marketing analytics is timelier, less expensive, more actionable and more accurate, and *it is increasingly infused into the business decision-making processes.*
- *Relates primarily to consumer marketing.*
- Designed to help participants become more effective marketing decision makers.
- Based on established analytic techniques and research methodologies,
 - *i.e. techniques that leading consumer marketing companies like P&G, Unilever and Coca-Cola are using all the time.*

Experiential Learning through **Destiny© Simulator**

- Course combines theory with practice, linking the classroom with the *consumer marketing* workplace.
 - Destiny© business simulator that mirrors the buying behaviour of consumers
- Gain the unique experience of running a virtual organization.
 - Engage in a broad array of business processes ranging from product development, marketing, retailing, category management, trade marketing and negotiations, financial planning and business strategy
 - Deploy the tools and research techniques that marketers and retailers use to assess their mix, and manage their portfolios

Ashok Charan

- 26 years industry experience in marketing, market research & analytics, corporate planning & business development. Leadership roles at country and regional level.
- Nielsen (1994 – 2009):
 - Head Regional Client Servicing
 - Singapore Country Managing Director
- Unilever, India (1990 -1994). Wipro, India (1987-1990).
- Teaching from 2003 onwards. Full time since 2009.
- Author of Marketing Analytics, a Practitioner's Guide to Marketing Analytics and Research Methods.
- Creator of the Destiny market simulator.
- Education:
 - Mechanical Engineering: BTech, Indian Institute of Technology, Delhi.
 - Business Management: Indian Institute of Management, Calcutta.
- bizakc@nus.edu.sg , [94871549](tel:94871549), www.ashokcharan.com

Sessions

1. Brand Sensing
Destiny Overview
2. Brand Equity
Destiny Overview (contd)
3. Advertising
Destiny: Decision I: Trial, Final
4. Advertising Analytics
Destiny: Decision II
5. Shopper Trends (R1)
Category Management
Destiny: Negotiations (Y03) Destiny:
Decision III
6. Inulas (R2)
Consumer Panel/Analytics
Negotiations
Destiny: Decision IV

----- Recess -----
7. Market Measurement
Destiny Business Presentation - Manufacturers
(includes NPD project)
8. Sales and Distribution
Destiny Business Presentation - Retailers
(includes NPD project)
9. Price and Promotions
Destiny: Negotiations (Y04)
Destiny: Decision V
10. Vizag (M1)
Product
Destiny: Decision VI
11. Hectomalt (M2)
Customer Satisfaction
12. HectoGrow (M3)
Qualitative Research
13. Test

Case Studies

1. Shopper Trends
2. Inulas – Space Management of Breakfast Cereals
3. Vizag 1990 – launch of a Concentrate Detergent Powder
4. Hectomalt
5. Hecto Grow

5 cases

Team Presentation (20%)

Class Participation (10%) includes marks for participation in case discussions. The case questions are provided to help you prepare for these case discussions.

Assessment

- **Case Studies**
Case Presentation (team) 20%
(Students within teams required to analyse one case study in depth, and present their analysis to the class.)
- **Participation (individual)** 10%
(Includes participation in case discussions, class lectures and Destiny. Due to practical limitations these marks will not greatly vary)
- **Destiny Simulation Exercise (team)** 40%
(Evaluation based on team's performance, business review and exercise)
- **Test (MCQ, short case) (open book, laptops, eGuide)** 30%

Need to form teams for Destiny/Case studies. Submit team composition before next session. Everyone in the team gets the same marks for the case studies and the simulation exercise. (There will be NO PEER EVALUATION. The emphasis will be on co-operation ... see that no one gets left behind).

Marketing Analytics – A Practitioner’s Guide to Marketing Analytic and Research Methods, Ashok Charan. (www.ashokcharan.com/MarketingAnalytics/index.php)

- > Data Collection
- > Online Research
- > The Analysis Process
- > Interpretation and Recommendation
- Chapter 6: Customer Satisfaction and Customer Value
- Chapter 7: Consumer Panels
- Chapter 8: Consumer Analytics and Big Data
- Case II: Vizag
- Case III: Hectomalt
- PART III: PRODUCT
- Chapter 9: New Product Development
- > New Product Development
- > Change
- > Innovation
- > New Product Development Process
- > Knowledge Immersion
- > Consumer Immersion
- > Generating Insights
- > Generating Ideas

New Product Development



Preview

"They always say time changes things, but you actually have to change them yourself." Andy Warhol.

- **BRAND:** Brand Sensing and brand equity.
- **CONSUMER:** segmentation, qualitative and quantitative research, customer satisfaction and customer value management, consumer panels, consumer analytics and big data.
- **PRODUCT:** new product development process from ideation, concept and product development to launch.
- **ADVERTISING:** theories of advertising, new media, digital marketing, and advertising research methods.
- **PRICE and PROMOTION:** price, promotion and market mix modelling.
- **RETAIL:** retail tracking, retail analytics, sales and distribution, and category management

Free access for August:
ID: marketinganalytics
Pass: chobani

Available on an annual subscription (US\$ 28 yearly) basis at <http://ashokcharan.com/login/register.php>

Marketing Analytics – Integrated Learning Platform

Free access for August:
ID: marketinganalytics
Pass: chobani

- Website. (Not an app. Not a pdf).
- Evergreen. Content is regularly updated.
- Supported on different screens. (Always with you on your phone).
- Infused with demos, videos, ppt and multimedia content.
- Notebook facility to add notes/comment at any of the approximately 400 sections in the eGuide.
(Option to share with author).
- Interactive (e.g. click to view answers).
- Index and search.
- Subscription based. (You may take printouts and keep pdfs).
 - Subscribe online via PayPal (US\$ 28/year). (Author's students have the option to purchase from him for S\$ 28).
 - You have free subscription for August. (Excludes features such as notes).

IVLE for lecture notes, cases, submissions

The screenshot displays the IVLE interface for a course titled 'MKT4415C (15/16 Sem 1)'. The user is logged in as 'Ashok Charan' and is currently in 'Edit Mode'. The main content area shows a file management interface for 'Lecture Notes' with a table of files. A blue callout box highlights 'Lecture presentations' and 'Case studies'.

Workspace / Modules : MKT4415C (15/16 Sem 1) / Files / Lecture Notes You are in Edit Mode

Module

- Settings
- Description
- Facilitators
- Text & Readings
- Weblinks
- Consultation
- Class & Groups
- Tools
- Announcement
- Assessment
- Chat Room
- Files (Working)**
- Forum
- Gradebook
- Lesson Plan

Lecture Notes Statistics

Please select the file(s) or folder which you want to manage.

[+ New Folder](#) [Upload](#) Search

	Name	Size	Owner	Date
<input type="checkbox"/>	00 Course Outline - MKT4415C.pdf	150.98 KB	Ashok Charan	10-Aug-2015 12:23 PM
<input type="checkbox"/>	00 Destiny Overview.pdf		Ashok Charan	10-Aug-2015 12:23 PM
<input type="checkbox"/>	01 Brand Image.pdf		Ashok Charan	10-Aug-2015 12:23 PM
<input type="checkbox"/>	02 Brand Equity.pdf		Ashok Charan	10-Aug-2015 12:23 PM
<input type="checkbox"/>	03 How Advertising Works.pdf	2.96 MB	Ashok Charan	10-Aug-2015 12:23 PM
<input type="checkbox"/>	04 AD Eval - exercise.pdf	720.50 KB	Ashok Charan	10-Aug-2015 12:23 PM
<input type="checkbox"/>	04 Advertising Research.pdf	3.61 MB	Ashok Charan	10-Aug-2015 12:24 PM
<input type="checkbox"/>	04 AI.XLS	70 KB	Ashok Charan	10-Aug-2015 12:24 PM
<input type="checkbox"/>	05 Category Management.pdf	5.93 MB	Ashok Charan	10-Aug-2015 12:24 PM
<input type="checkbox"/>	06 Interaction Index - how to compute it.xlsx	62.67 KB	Ashok Charan	10-Aug-2015 12:24 PM

- Lecture presentations
- Case studies

12:26 PM
10-Aug-15

Destiny Reports and Decisions – Login from Marketing Analytics website

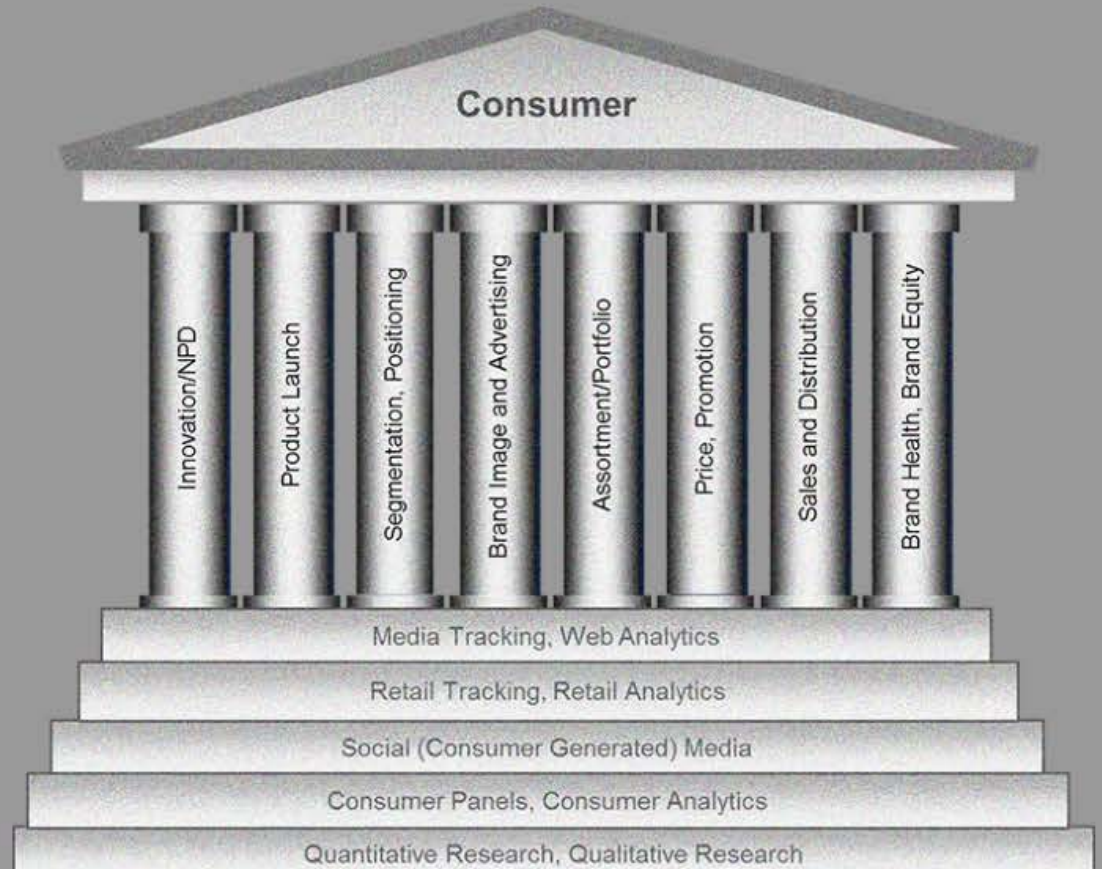


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Marketing Analytics Practitioner's Guide

