

Detailed Lecture Schedule – eMDP (SDM&A)

Time: 12.30-1515

Session No	Session (s) in the day	Session Topics	Coverage of Topics	Case/ Reading	Faculty
Day 1 – Sep. 04, 2021					
1	Session I	Topic: Introduction to the Course and Case Method pedagogy	<ul style="list-style-type: none"> ● Conceptualization and Importance of Digital Marketing ● Digital Revolution, Changing trends in Marketing. ● Rising relevance of marketing analytics 	<i>Case:</i> CDK Digital Marketing: Addressing Channel Conflict with Data Analytics (Emerald) <i>Case:</i> Startup on a Budget: Winning New Customers Without Breaking the Bank (Emerald)	Dr. Neha Bhardwaj
2	Session II				
Marketing Analytics					
Day 2 – Sep. 11, 2021					
3	Session I	Topic: Slicing and Dicing Marketing Data with Pivot Tables	<ul style="list-style-type: none"> ● Analyzing Sales ● Analyzing how Demographics affect sales ● Pulling data from a pivot table 	Hands-on in-class exercise. Raw data and problems will be given two days before the session.	Dr. Rama Shankar Yadav
4	Session II				
Day 3 – Sep. 18, 2021					
5	Session I	Topic: Excel Charts to Summarize Marketing Data	<ul style="list-style-type: none"> ● Combination Charts ● Summarize Market Research Surveys ● Making Chart Labels Dynamic ● Summarizing Monthly sales – Force Rankings ● Control Data in a Chart 	Hands-on in-class exercise. Raw data and problems will be given two days before the session. Exposure to Tableau will be also made	Dr. Rama Shankar Yadav
6	Session II				

			<ul style="list-style-type: none"> Using Sparklines Creating the End- of – Week Sales Report 		
Day 4 – Sep. 25, 2021					
7	Session I	Topic: Estimating Demand Curves and Optimize Price, Price Bundling	<ul style="list-style-type: none"> Estimating Linear and Power Demand Curves Optimize Pricing Pricing Using Subjectively Estimated Demand Curves Pricing Multiple Products Why Bundling Find Optimal Bundle Prices 	<i>Session 7:</i> Caselet – Clean Edge Razor <i>Session 8:</i> Dominique-Ferreira, S. and Antunes, C. (2020), "Estimating the price range and the effect of price bundling strategies: An application to the hotel sector", European Journal of Management and Business Economics, Vol. 29 No. 2, pp. 166-181. Barrutia Legarreta, J.M. and Echebarria Miguel, C. (2004), "Collaborative relationship bundling: a new angle on services marketing", International Journal of Service Industry Management, Vol. 15 No. 3, pp. 264-283	Dr. Rima Mondal / Dr. S. K. Pandey
8	Session II				
Day 5 – Oct. 9, 2021					
9	Session I	Topic: Forecasting-I	<ul style="list-style-type: none"> Simple Regression and Correlation Multiple Regression to forecast sales Modeling Trend and Seasonality Ratio to Moving Average Method Winter's Method 	<i>Session 9:</i> Excel based exercises, which will be shared with the participants prior to the class. <i>Session 10:</i> Ramanathan, U. (2012), "Supply chain collaboration for improved forecast accuracy of promotional sales", International Journal of Operations & Production Management, Vol.32 No. 6, pp. 676-695 R for forecasting methods, simple and multiple regression, moving average method	Dr. Rima Mondal / Dr. Madhu Mandal
10	Session II	Topic: Forecasting-II			
Day 6 – Oct. 16, 2021					

11	Session I	Topic: Market Basket analysis and lift & RFM Analysis	<ul style="list-style-type: none"> • Computing Lift for two products • Computing three way lifts • Using lift to optimize store layout • RFM Analysis • Optimizing Direct Mail Campaign 	Exercise: Market Basket Analysis Exercise from the Handout (to be distributed before class)	Dr. S. K. Pandey
12	Session II				
Day 7 – Oct. 23, 2021					
13	Session I	Topic: Positioning Analytics – how to position your brands/ companies	<ul style="list-style-type: none"> • Segmenting • Targeting • Positioning • Cluster Analysis 	Case: Radio Mirchi: Entry into the Kolkata Market (IIMA) Sreen, N., Sadarangani, P. H., & Gogoi, B. J. (2019). Profiling green Consumers through culture, beliefs and demographics: an Indian study. International Journal of Indian Culture and Business Management, 19(2), 168-188.	Dr. Naman Sreen
14	Session II				
Day 8 – Oct. 30, 2021					
15	Session I	Topic: Customer choice Analytics	<ul style="list-style-type: none"> • Understanding the consumer decision making process • Analytical Hierarchy Process Tool 	Tandon, A., Dhir, A., Kaur, P., Kushwah, S., & Salo, J. (2020). Behavioral reasoning perspectives on organic food purchase. Appetite, 154, 104786; Davies, M. A. (1994). Using the AHP in marketing decision-making. Journal of Marketing Management, 10(1-3), 57-73; Javalgi, R. G., Rao, S. R., & Thomas, E. G. (1991). Choosing a hospital: analysis of consumer tradeoffs. Marketing Health Services, 11(1), 12.	Dr. Aditya Sahu
16	Session II				
Day 9 – Nov. 13, 2021					
17	Session I	Topic: Conjoint Analysis for product development		Caselet: Retro Automation Exercise: Conjoint Analysis Exercise	Dr. S K Pandey
18	Session II				

Day 10 – Nov. 20, 2021					
19	Session I	Topic: Calculating Customer Lifetime Value and Online Market Segmentation	<ul style="list-style-type: none"> How to decide profitable and non-profitable customers 	Customer Lifetime Value Analysis CLTV using Pareto/NBD ; BG/NBD ; BG/BB & RFM Analysis	Guest Faculty - Dr. Rajesh Sinha (IIM Indore) - Tentative
20	Session II				
Digital Marketing					
Day 11 – Nov. 27, 2021					
21	Session I	Topic: Digital Marketing Planning and Strategy	<ul style="list-style-type: none"> Aligning Digital Strategy with Business Objectives. Target markets and creating digital personas. Understanding User Behavior and reaching target audiences digitally. Designing Digital Marketing Strategy. 	Case: Bloomberg Quint: Growing Users with WhatsApp (IIMA) Sreen, N., Sadarangani, P. H., & Giridhar, V. (2019). A path from cultural values to mobile travel app use. International Journal of Indian Culture and Business Management, 18(3), 251-271.	Dr. Naman Sreen
22	Session II				
Day 12 – Dec. 4, 2021					
23	Session I	Topic: Content Marketing	<ul style="list-style-type: none"> Engagement of People and Probable Customers. Managing Content on different Platforms. 	Case: Youtube, Google & Rise of Internet Video (Emerald) Content Marketing – Getting Started - https://contentmarketinginstitute.com/getting-started/	Dr. Neha Bhardwaj
24	Session II				
Day 13 – Dec. 11, 2021					
25	Session I	Topic: Digital promotions: Sponsored Search Marketing	<ul style="list-style-type: none"> Overview of Google Ad-words Ad-words Account Structure, Ad 		Guest Faculty -Ms. Niti Beri (Head Digital Marketing
26	Session II				

			Creating Formats <ul style="list-style-type: none"> ● Targeting Methods ● Advanced Search Network Advertising, Keyword Planner 		- ICICI Bank)
Day 14 – Dec. 18, 2021					
27	Session I	Topic: Display, Email and Mobile Advertising	<ul style="list-style-type: none"> ● Display Targeting Methods ● Display Ad Planner ● Email Design and Functionality ● Email Marketing Analytics ● Email Optimization And Testing 		Guest Faculty - Dr. Rajat Sharma (IIM, Ahmedabad)
28	Session II				
Day 15 – Jan. 01, 2022					
29	Session I	Topic: Social Media Marketing	<ul style="list-style-type: none"> ● Leveraging Social Media Platforms ● Measuring ROI of Social Media Platforms ● Social Media Ads 	Case: Meteor Solutions: Measuring the Value of Social Media Marketing [Emerald]	Dr. Rama Shankar Yadav
30	Session II				
Day 16 – Jan. 08, 2022					
31	Session I	Topic: Website Optimization & Web Analytics	<ul style="list-style-type: none"> ● Functional Design and Layouts ● Optimizing UI/UX ● Landing Page Design ● Website Tools 		Guest Faculty
32	Session II				
Day 17 – Jan. 15, 2022					
33	Session I	Topic: Social & E-commerce	<ul style="list-style-type: none"> ● M- Commerce and Social Commerce ● E- Tailing 	Book chapter: (2017), "Theoretical Foundation of E-Commerce", Ye. Q. and Ma. B. (Ed.) <i>Internet+ and Electronic Business in China:</i>	Dr. Kuldeep Baishya
34	Session II				

				<p><i>Innovation and Applications</i>, Emerald Publishing Limited, Bingley, pp. 1-2</p> <p>Book Chapter: Siddiqui, N. (2021), "Social Shopping: Implications for Store Retailing", Ritch, E.L. and McCull, J. (Ed.) <i>New Perspectives on Critical Marketing and Consumer Society</i>, Emerald Publishing Limited, Bingley, pp. 113-128.</p> <p>Case: "Competition in Hyper Local E-Grocery Space: Tokri.com", Neeraj Kansal, IIMA/MAR0515</p>	
Day 18 – Jan. 22, 2022					
35	Session I	Topic: Integrated Media Planning: Combining Offline and Online	<ul style="list-style-type: none"> • Overview • Strategies and Techniques 	Marketing Mix Modelling – How to build a market mix model using Python; what portion of Sales can be attributed to which Promotion Channel	Guest Faculty - Dr. Sangeeta Shah Bharadwaj (MDI)
36	Session II				
Day 19 – Jan. 29, 2022					
37	Session I	Topic: Project Discussion			Dr. Neha Bhardwaj
38	Session II				
Day 20 – Feb. 05, 2022					
39	Session I	Topic: Project Presentations			Dr. Neha Bhardwaj
40	Session II				

* TBD - To be decided