



विद्या परं दैवतम्

IIM

VISAKHAPATNAM



**EXECUTIVE DEVELOPMENT
PROGRAM IN**

MARKETING ANALYTICS

“WEEKEND LIVE & ONLINE CLASSES”

www.nulearn.in



ABOUT IIM VISAKHAPATNAM



Indian Institute of Management Visakhapatnam (IIMV) belongs to the prestigious IIM family of business schools. It is a new generation IIM, set up by the Government of India in September 2015. The Indian Institutes of Management Act 2017 declares IIMs as Institutions of National Importance, empowered to attain standards of global excellence in management, management research and allied areas of knowledge.

Continuing its journey towards steady progress and growth since its inception, IIM Visakhapatnam has already carved out for itself a niche place among IIMs, crossing several milestones and maintaining a distinct lead in:

- Having rich knowledge resources; and modern infrastructure, even in its temporary campus, conducive to learning outcomes of high impact.
- Having a vibrant student cohort with national character (representing 22 states) that excels in academics, co- and extracurricular activities and regularly wins competitions pan-India.
- Recording top placements among 10 IIMs.
- Enjoying excellent linkage with apex industry bodies like CII.
- Having all faculty with PhDs from top-notch institutions of India and abroad such as IIMs, IITs and reputed foreign universities.
- Hosting the largest cohort of women-entrepreneurs after IIM Bangalore (Mentor Institute), under a special initiative called the Women Startup Program.



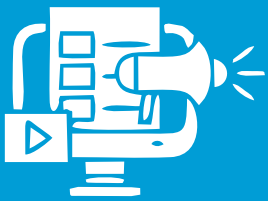
ABOUT NULEARN



Welcome to Nulearn, an organization which carefully traces the needs of the individuals and organizations, and curates resources to meet their skill gaps. We take accountability for pouring our education system forward to the assistance of all our participants and providing best-in-class services. This is accomplished by our constant focus on quality, consistency, strength, career, value and customer service. We always exercise ethical business practices and maintain respect for every individual. Our State of the art LMS (Learning Management system) with cutting-edge features ensures a quality learning experience. The LMS combines the support of classroom learning with the flexibility of online Education.

Nulearn aims to generate an ongoing dialogue around the ways technology can transform learning and how skills and knowledge of the 21st century can be executed in education. Being one of the most diversified providers of services and solutions in the Ed-tech space, Nulearn follows one over-riding goal – to impart world-class education. A primary part of Nulearn's long-term success plan is offering young people the right skill sets to succeed and get better jobs.

Nulearn's vision is to empower learning and improve the process of learning by collaborating and connecting with the like-minded people to learn, utilize and discover the best ways to deliver quality education – anytime and anywhere. Unlike conventional ways that worked on the linear learning model, solutions offered by Nulearn reflect closely on the multidimensional nature of complex advanced education segments.



ABOUT THE PROGRAM

Data is new fuel of the business. In current business scenario, information technology has changed the data collection, analysis and interpretation methods. Now, organization has access to several qualitative and quantitative data about customer and market. Hence, marketers are keen to know how to analyse the data for providing better services to the consumers. They want to formulate the marketing strategies based on historical data. This course is designed to train marketing students in the use of market intelligence, and analytic techniques and research practices, for taking day-to-day marketing decisions, and developing and executing marketing strategies. Student will also 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. Through this experiential learning programme, students acquire critical analysis and decision-making abilities to prepare them to tackle the marketing and business issues they are likely to confront in a career in marketing.

PROGRAM OBJECTIVES:

- Understanding qualitative and quantitative market data
- Knowing data visualization technique
- Knowledge of consumers' demographic and behaviour
- Data analysis for making marketing decision
- How to optimize marketing mix decision
- Understanding of marketing modelling
- How to use the data for formulating marketing strategies



PROGRAM HIGHLIGHTS



CERTIFICATION FROM IIM VISAKHAPATNAM

Opportunity to earn certificate of Completion in Marketing Analytics from Indian Institute of Management Visakhapatnam.



WEEKEND ONLINE & INTERACTIVE CLASSES

Classes are held on weekend so that learning and work can go side by side and it's easy for working professionals to attend lectures.



LEARN FROM INDIA'S TOP FACULTY PANEL

You get to learn from some of the best faculties and industry experts who, by bringing their prospects into the mix, help learners grow.



CASE-BASED SESSIONS

Real life case-based study pedagogy to enhance implementation of theoretical concepts to real life problems.



INSIGHTS INTO MARKETING ANALYTICS

This course is full of hands-on exercises to get an in-depth understanding of advanced techniques & tools that can help the participant to solve complex marketing problems in an easy and structured way.



HANDS ON EXPOSURE TO TOOLS

Hands on exposure to marketing analytics tools such as R, Python and Tableau.



MASTERCLASS SERIES ON TABLEAU

15 Hrs. masterclass on Tableau will be provided to the participants by Tableau trainer free of cost.



PROGRAM OUTLINE

TOPICS COVERED	TOOLS
Inauguration	
Summarize Marketing Data	
Discussion on Course Outline	Pivot Charts
Data Preparation	Pivot Table
Slicing and Dicing	MS Excel
Data Summary using Graph	
Making decision by summarizing the marketing data	
Workshop on R Programming	R
Understanding Marketing Environment	T Test
Compare the Sales Performance	ANOVA, MANOVA Chai-Square
Segmentation, Targeting and Positioning	
Item exploration	Exploratory
Exploratory Factor Analysis	Factor Analysis
Cluster Analysis	Cluster Analysis

TOPICS COVERED	TOOLS
Expert Uvach	
Product Analytics	
Product Design	Conjoint Analysis
Deciding the attributes of a product	Logistic Regression
Test Marketing	Moving Average
Demand Forecasting	Naïve Method
	Least Square Method
	Regression Method
	Decomposition Method
	Tome Series Analysis
Pricing Analytics	
Linear and Non-linear pricing	Solver
Price Optimization	
Price Bundling	
Discounted Pricing	
Price Skimming	
Revenue Management	
Markdown Pricing	



PROGRAM OUTLINE

TOPICS COVERED	TOOLS
Expert Uvach	
Place Analytics	
Designing Retail Outlet	Market Basket-
Online Product Assortment	-Analysis
Allocating Retail Space and Sales Resources	Trade Economics
Catalog/Email Marketing	RFM Analysis
Promotion Analytics	
Media Selection Model	Media Planning
Measure the effect of advertisement	Model
Google AdWords Bid and CPC	Digital Advertisement
Viral Marketing	Modeling
	Ad Stock Model
	Watt's Model

TOPICS COVERED	TOOLS
Expert Uvach	
Measuring Consumer Responses	
Measuring consumer satisfaction, loyalty, trust	Regression Analysis Structure Equation Modeling
Calculating Consumer Value	CLV Modeling
Expert Uvach	
Qualitative Data Analysis	
Analyzing customer reviews	Text Mining using R
Twitter reviews analysis	Twitter Analytics
Understating consumer sentiments and emotions	Sentiment Analysis
Workshop on big data analysis using Python	Python
Expert Uvach	
Valedictory	



EMINENT FACULTY PANEL



Prof. Amit Shankar

PhD (IIT Kharagpur)

Dr. Amit is faculty in the area of marketing at IIM Visakhapatnam. Prior to joining IIM Visakhapatnam, he was associated with IMT, Ghaziabad as Assistant Professor. He has obtained his Ph.D. in Marketing from Vinod Gupta School of Management, IIT Kharagpur. He has academic experience of 5 years working with renowned Institutes. He has published in leading journals. He has conducted several workshops on Marketing analytics, SPSS, Amos, SmartPLS, Advanced Excel, and Process Macro in premier institutes of India He taught various course like Sales & Distribution Management, Marketing Analytics, Business Research Methods, Customer Experience Management, Digital marketing, and Social Media Marketing. He has organized several FDPs and MDPs on business analytics and consumer satisfaction.

Reviewer/Editorial Board Member

- ⑩ Reviewed papers for 2019 ANZMAC Conference to be organized by Australia and New Zealand Marketing Academy.
- ⑩ Reviewed papers for 2017 Summer AMA Conference organized by American Marketing Association in San Francisco California, USA during 4-6 August 2017.
- ⑩ Reviewed papers for 2017 ANZMAC Conference organized by Australia and New Zealand Marketing Academy, in RMIT Melbourne, Australia, during 4-6 December 2017.
- ⑩ International Journal of Management and Humanities.
- ⑩ International Journal of Development Issues
- ⑩ Journal of Indian Business Research
- ⑩ International Journal of Management Science and Engineering Management

15 HRS. TABLEAU TRAINING MASTERCLASS BY NULEARN



Introduction

- Introduction to Tableau
- Data Connection
- Tableau Environment

Basic charts

- Text Tables
- Highlight Tables
- Pie Charts
- Bar Chart
- Stacked Bar Chart
- Side by Side Bar Chart
- Line Chart Continuous
- Line Chart Discrete

Analytics

- Analytics

Advanced charts

- Scatter Plot
- Tree Map
- Symbol Map
- Filled Map
- Dual Line Chart
- Dual Combination
- Box and Whisker

Formatting

- Filters, Totals, Highlighters, Groups
- Table Calculations
- Calculated fields
- Parameters

Conclusion

- Dashboard
- Story



COURSE DELIVERY

Duration: 4 months blended
Delivery mode: Nulearn Plug n Learn
Frequency: Twice a week



COURSE PEDAGOGY

- Course will be taught through online platforms.
- Instructor's notes, data and scripts will be shared via Nulearn Platform.
- Participants will be evaluated continuously through continuous assignments.
- There will be final examination with multiple choice questions.
- Course material is solely meant for recipient's and should not be distributed/shared elsewhere.



ASSESSMENT AND CRITERIA FOR AWARD OF THE CERTIFICATE

Evaluation Component	Type (Individual/Group)	Weightage
Written examination	Individual	60%
Assignment	Group	20%
Quiz	Individual	10%
Class Participation	Individual	10%



PAYMENT MODE

Online payment or DD in favor of "Human Racers Advisory Private Limited" payable at "New Delhi".



COURSE SCHEDULE

Every Friday: 08:00 PM to 10:00 PM
Alternate Saturday 12:00 to 03:00 PM

Course Commencement Date: 4th June, 2021



ELIGIBILITY

- For Indian Participants – Graduates from a recognized University (UGC/AICTE/DEC/AIU/ State Government) in any discipline.
- For International Participants – Graduation or equivalent degree from any recognized University or Institution in their respective country.
- One-year corporate experience is preferable.



HOW TO APPLY

To apply, students and working professionals can register at <https://www.nulearn.in> or call at +918880099302 (Toll Free)



IIM VISAKHAPATNAM SAMPLE CERTIFICATE

- This is sample certificate. Subject to be changed.

NOTE :- • Certificate of Completion/Participation will be given to participants on the basis of Assessments, Quizzes & Final Exam.



FEE STRUCTURE & EMI PLAN

Programme Fee

For Indian Residents	INR 60,000 + GST*
For International Students	\$1,500

*Application Fee 500/- INR to be paid at the time of Registration

Installment Schedule

1st	INR 20,000 + GST* / \$500	Payment Deadline On selection
2nd	INR 20,000 + GST* / \$500	Payment Deadline 20th April 2021
3rd	INR 20,000 + GST* / \$ 500	Payment Deadline 20th June 2021

*Loan option available in 6, 9 & 12 EMI's

* EMI dates may vary on a case to case basis.



Admission & Technology Partner

Nulearn

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