



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Marketing Analytics	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: prof. Vytautas Dikčius Other(s):	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face	Spring semester	English

Requirements for students
Prerequisites: Marketing basics, Consumer behavior, Marketing communication

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed		
The course aims to develop the ability to collect, accumulate and analyze data and interpret the obtained results using analytical and critical thinking.		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will be able to analyze and critically evaluate collected information by applying statistical tests.	Lectures (problem-based teaching), self-study ent study of the material, practical sessions with SPSS software, case analysis, individual assignments	Closed questions in tests, practical tasks during the exam, project evaluation
Will know the advantages and disadvantages of information collected using different methods and will be able to practically evaluate their impact on data analysis.		
Will be able to interpret the obtained results to achieve them with specific marketing situations and solve problems.		
Will understand the factors influencing consumers' behavior and will be able to evaluate their behavior.		
Will be able to evaluate differences in consumer characteristics and segment the market.		
Will be able to evaluate consumer purchase intention and satisfaction.		

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
1. Introduction to Marketing Analytics	2		2					4	4	Studying the course material
2. Data and statistical techniques	2		1					4	6	Studying the course material
3. Marketing metrics	2		1					4	6	Studying the course material
4. Differences in consumer behavior and target market identification	2		4					4	8	Studying the course material, performance of self-test tasks
5. Evaluation of user satisfaction and regression analysis	4		4					4	8	Studying the course material, performance of self-test tasks
6. Purchase intention and logistic regression	2		2					4	8	Studying the course material, performance of self-test tasks
7. Market segmentation and cluster analysis	2		2					4	8	Studying the course material, performance of self-test tasks
8. Evaluation of brand image and positioning	4		2					4	8	Studying the course material, performance of self-test tasks
9. Analysis of product and store selection criteria.	2		2					4	6	Studying the course material
10. Evaluation of price elasticity	2		1					4	8	Studying the course material
11. Web and Social media analytics	2		1					4	12	Studying the course material, preparation for the exam
Total	26		22					48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Mid-term settlement (test)	25%	April	The test will include 25 closed-end questions. Each question is valued at 1 or 0 points. Closed-book test. Topics 1-5
Written task	40%	Exam	Students will have 4 tasks to solve independently. Evaluation of every task is based on a 10-point scale.
Participating in discussions on the material presented and discussing case studies	10%	During semester	Active participation in 10 seminars will be evaluated by one point in each seminar. It is scored on a 10-point scale, based on preparation for and participation in the debate: 9-10 points: for excellent preparation for and active participation in the seminars, appropriate formulation of questions and issues, and well-reasoned contributions to the debate (graded according to the quality of participation); 7-8 points: for good preparation and active participation in the discussion in most seminars, but not always with well-reasoned contributions (differentiated according to the quality of participation); 5-6 points: for not being well prepared for all seminars, not actively participating in the discussion, and often not making well-reasoned

			presentations (differentiated according to the quality of participation); 0-4 points: no participation in seminars, passive listening to the discussion
Final test	25%	During the examination session	The test will include 25 closed-end questions. Each question is valued at 1 or 0 points. Closed-book test. Topics 6-11. The final grade is calculated by summing the scores of the mid-term report, group work, activity, and final test/exam, taking into account the percentage weighting of each report: 92-100 points: excellent, 10. 83-91 points: very good, 9. 74-82 points: good, 8. 65-73 points: average, 7. 55-64 points: satisfactory, 6. 46-54 points: weak, 5. Less than 46 points: unsatisfactory, minimum requirements not met, 4, 3, 2, 1.
Assessment strategy for the extern examination	Weight, %	Deadline	Assessment criteria
Test	50		The test includes questions from topics 1-11. 50 closed-ended questions of equal value 1 point for a correct answer, 0 points for an incorrect answer. Closed-book test.
Written task	50%	Exam	Students will have 5 tasks to solve independently. Evaluation of every tas kis based on a 10-point scale.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Mansurali, Jeyanthi	2023	Marketing analytics: A Machine Learning Approach	1 st ed.	Apple Academic Press
Hair, Jr., Harrison, Ajjan	2022	Essentials of Marketing Analytics	1 st ed.	McGraw Hill
Farris, P., Bendle, N., Pfeifer, P. E., & Reibstein, D.	2015	Marketing metrics: The manager's guide to measuring marketing performance	3 rd ed	FT Press.
Rackley, J.	2015	Marketing analytics roadmap.		New York City: Apress.
Supplementary reading				
Christina I.	2022	Marketing Metrics: Leverage Analytics and Data to Optimize Marketing Strategies	1 st ed.	Kogan Page
Winston, W. L.	2014	Marketing analytics: Data-driven techniques with Microsoft Excel	1 st ed.	John Wiley & Sons.
Grigsby, M.	2022	Marketing analytics: A practical guide to improving consumer insights using data techniques.	2 nd ed	Kogan Page Publishers.
Malhotra N. K., Nunan D., Birks D. F.	2020	Marketing Research: An applied approach.	7 th ed	Pearson Education Ltd.
Mizik, N., & Hanssens, D. M.	2018	Handbook of marketing analytics: Methods and applications in marketing management, public policy, and litigation support.		Edward Elgar Publishing.
Field A.	2017	Discovering Statistics Using IBM SPSS.	5 th ed.	Sage Publications