

MARKETING ANALYTICS

(COURSERA)

&

BRAND MANAGEMENT

(UDEMY)

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TABLE OF CONTENTS

1. Course Description
2. Objective of the course
3. Course Contents
4. Learning Methodology
5. Key Learning
6. References

MARKETING ANALYTICS



It is a process where a data is used to make better marketing decision.

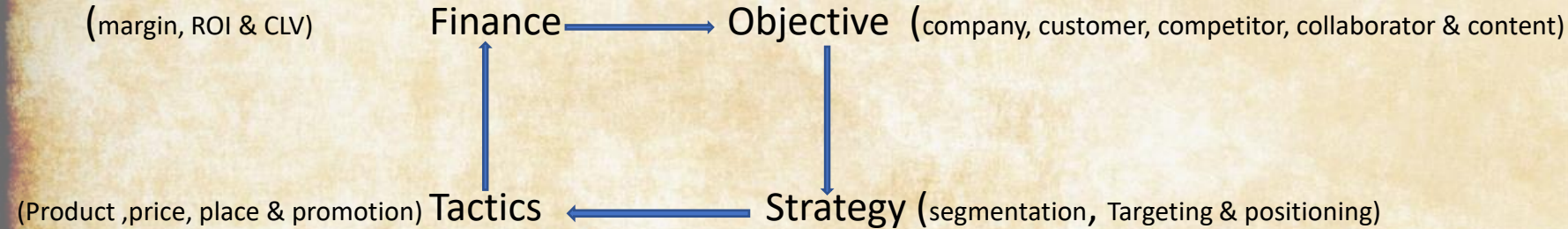
Course Instructor :- Raj Venkatesan

Learning Methodology:- It was a video lecture.

Course description and Contents:- There were 5 modules in this course and they were as follows:-

- a)The Marketing Process
- b) Metrics for measuring brand assets
- c) Customer lifetime Value
- d) Marketing experiments
- e) Regression Analysis

MARKETING PROCESS



UNDERSTANDING BRAND ASSETS:-

Brands are core to marketing. A brand is not just a name , a logo , a shape or a colour. It is a complex entity. Therefore , Brand is a capitalised value of the trust between the company and the customer.

CUSTOMER LIFETIME VALUE:-

Customer are the key assets of any business and without customer there is no business. For example , Netflix is a company that has attributing a lot of their success to understand customer relationships, understand customer value and accurately identifying the value of a customer relationships for themselves.

MARKETING EXPERIMENTS:-

Experimentation is a key component of a resource allocation portfolio that allows us to evaluate the consequences of different marketing actions. So, designing the basic experiments in the marketing like advertising leads to increased sale.

REGRESSION BASICS:-

Regression is an important part of analysis tool kit that allows us to understand how two variables are related. In a grocery store , promotion of different products takes place e. g toothpaste , cereal, detergents. They all have these features , promotion & discount which is mainly to grab customers attention.

OBJECTIVE OF THE COURSE:-

To use analytics to improve the marketing process.
To understand the concept of brand and customer lifetime value
To understand the basics of regression in marketing process.

KEY LEARNING:-

Able to understand the marketing process.
Brands are an extremely valuable assets
Understood the importance of CLV
Able to understand the concept of regression in marketing process.



Course Instructor :- Leslie de Chernatony

Learning Methodology :- Video lecture

Course description and contents :- Brand is a cluster of functional and emotional values which enables an organisation to make a promise about a unique experience.

It includes the principle of brand management which includes :-

- ✚ Nurturing brands.
- ✚ Characteristic of successful brands.
- ✚ Brand differentiation.

Nurturing brands –

Brand nurturing is the process of caring for a Brand. Brand nurturing is grounded in the core principle of BRAND MANAGEMENT.

CHARACTERISTICS OF SUCCESSFUL BRANDS-

- A) Stay relevant.
- B) Price on perceived value.



- C) Effectively positioned.
- D) Consistent.
- E) Competitiveness.
- F) Have long-term support

BRAND DIFFERENTIATION-

Brand differentiation means by which a brand is set apart from the competition and by associating a superior performing aspect of brand with multiple customer benefits.

Differentiation Factors

- Price
- Form
- Features
- Customization
- **Performance**
- Quality
- Durability
- Reliability
- Reparability
- Style

Performance : Level at which the product's primary features operate.



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11

OBJECTIVE OF THIS COURSE

To understand the basic principles of Brands.

To learn and develop the basic terms of branding.

KEY LEARNING OF THIS COURSE

Able to build a successful brand concept.

Helped me to know about the characteristics of successful brands.

REFERENCES

The contents of this report have been taken from the lecture itself.

- 1) Coursera online learning platform, Marketing Analytics by Rajkumar Venkatesan.
- 2) Udemy online learning platform, Brand Management : Build successful long- lasting brands by Leslie de Chernatony.



BRANDING VS MARKETING

- Marketing may contribute to a brand, but the brand is bigger than any particular marketing effort. The brand is what remains after the marketing has swept through the room. It's what sticks in your mind associated with a product, service, or organization—whether or not, at that particular moment, you bought or did not buy.
- The brand is ultimately what determines if you will become a loyal customer or not. The marketing may convince you to buy a particular Toyota, and maybe it's the first foreign car you ever owned, but it is the brand that will determine if you will only buy Toyotas for the rest of your life.





THANK YOU!