

REPORT ON ONLINE COURSE

**TOPIC – 1) MARKETING ANALYTICS (COURSERA)
2) BRAND MANAGEMENT (UDEMY)**

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MBA- PM 11

ROLL-0166

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MARKETING ANALYTICS (COURSERA)

Course instructor- Rajkumar 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

A) MARKETING PROCESS :-

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

There are 3 different kinds of marketing analytics i.e. Descriptive, Predictive & Prescriptive.

THE MARKETING PROCESS INCLUDES-

- Objective- Customer , Company, Competitor, Collaborators & Content
- Strategy- Segmentation , Targeting & Positioning
- Tactics- Product , Price , Place & Promotion
- Financial-Margin , ROI & CLV

B) 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 capitalized value of the trust between the company and the consumer.

C) 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 understanding customer relationships, understanding customer value and accurately identifying the value of a customer relationship for themselves.

D) 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.

E) REGRESSION BASICS :-

Regression is an important part of an analytics tool kit that allows us to understand how to 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 THIS 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 FROM THE COURSE

Able to understand the marketing process.

Brands are an extremely valuable asset.

Understood the importance of Customer lifetime value.

Able to understand the concept of regression in marketing process.

BRAND MANAGEMENT (UDEMY)

Course instructor -Professor 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.
-  Added value.

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) Portfolio and hierarchy make sense.
- F) Competitiveness.
- G) Understands what brand means to consumers.
- H) Have long-term support.
- I) Monitor sources of equity.

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.

It includes:-

From the brand itself

From the minds of those directly involved

From the people involved with the brand users.

ADDED VALUE-

Added value means the difference between the selling price and the cost price of goods and services.

Perspective on added value

- ✓ Pleasantly surprising customer with benefits other than basic products.
- ✓ Being able to satisfy consumer needs better than competitors at a cost lower than the price premium.
- ✓

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.

BIBLIOGRAPHY –

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.