



Course Code:	MKT667
Course Title:	Marketing Analytics and Social Media Research

Resource Person:	
Email:	
Contact Hours:	
Office Address:	
Programme:	
Section	
Semester:	
Course Pre-requisites:	
Credit Hours:	
Course Type:	
Venue/Day/Time:	
Course URL (if any):	

Course Description:
One of the major goals of marketing is to influence consumer behavior (i.e., we hope to influence consumers to purchase our product or service over those of the competitors). In order to do so, marketers must understand how consumers process information and make decisions. This forms the basis of an understanding as to how various marketing activities, such as introduction of new products/services, advertising and sales promotion, retailing and pricing impact consumers. The course is formulated as a toolkit to develop consumer insights. During the course, students would not only understand the consumer behavior aspects but also learn the marketing research process and tools to develop a better understanding of consumer behavior

Course Teaching Methodology:
Students will learn through experiential learning. They will use real data and statistical software for data mining and extract data-driven marketing insights and strategies. Text book, handout/course-pack, reading materials (newspaper and magazine articles etc.), discussions, class activities, presentations, skill development exercises, quizzes etc are the main methodology tools.



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Programme Educational Objectives (PEOs):	
PEO-1	To inculcate reasoning, analytical, and decision-making skills.
PEO-2	To provide real-life work experience and promote out-of-the-box thinking by looking at problems and situations from different perspectives.
PEO-3	To develop future leaders, managers, and entrepreneurs who can pursue their dreams and develop life-long learning skills in the broader context of innovation and technological developments and also realize the importance of learning, unlearning, and relearning philosophy necessary to excel in business and management.
PEO-4	To ignite the passion for entrepreneurship.
PEO-5	To expose students to important moral, social, and economic issues and related principles of ethics and giving them perspectives and tools to resolve given issues.
PEO-6	To develop strong communication and people skills in graduates, enabling them to lead and manage a team or an organization.

Programme Learning Outcomes (PLOs): After completing this degree programme, students shall be able to:		
		Mapping the PLOs
PLO-1	Critically analyze complex business situations and take appropriate decisions.	PEO-1,3,5
PLO-2	Work under pressure and successfully cope with challenging work demands.	PEO-2
PLO-3	Apply organizational theories, models, and frameworks to the real-world business situations to successfully resolve given issues.	PEO-1,2
PLO-4	Communicate effectively and give professional business presentations.	PEO-6
PLO-5	Analyze and evaluate market opportunities and develop viable business plans.	PEO-2,4
PLO-6	Use digital technologies and data analytics tools to make informed decisions.	PEO-1,3

Course Objectives (COs)	
CO-1	To prepare students to apply a rigorous marketing research process based on both qualitative and quantitative research methods
CO-2	To learn the techniques to ask the right questions, collect relevant data, analyze it, interpret it, and make competitive decisions based on insights gained from the research.
CO-3	To develop understanding of consumers through data collected from / about consumers

Course Learning Outcomes (CLOs):After completing this course, students shall be able to:	
	Mapping the CLOs with PLOs



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CLO-1	Demonstrate the understanding of the consumers' processing of marketplace information and the steps that consumers take in deciding what to purchase under different influences, such as, social, cultural & financial	PLO1,
CLO-2	Translate the understanding of consumers into data so that an effective marketing decisions can be made.	PLO3, PLO6
CLO-3	Apply specific research design (qualitative & quantitative) strategies as a part of marketing research process.	PLO5
CLO-4	Present marketing solutions based on consumer insights effectively in both oral and written forms.	PLO2, PLO4,

Assurance of Learning and Assessment Items:

Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs

Assessment Item	Application/ Objectives PLO / CO / CLO
Assignments	PLO-3,4,6; CO-1,2,3; CLO-1,2,3,4
Case study Analysis	PLO-1,3,4,6; CO-1,3; CLO-2,3,4
Mid-term exam	Most of stated PLOs, COs, and CLOs
Final project Presentation	PLO-2,3,4,5,6 CO-1,2,3 CLO-2,3,4
Final examination	Most of stated PLOs, COs, and CLOs

Assessment Structure and Grading Policy*:

Assessment Item	Weight (%)	Execution Plan
Assignments	10%	4 assignments
Case study Analysis	20%	4 Case studies
Project + Presentations	20%	One-time assessment
Mid-term exam	20%	One-time assessment
Final examination	30%	One-time assessment
Total	100	

Notes – Norms and Important Class Policies:

(such as submission guidelines, academic honesty, make-up policy, code of conduct)

Class Policy:

You are required to be in class at the assigned time. If you arrive more than ten minutes late, you will be marked absent.

Mobile Policy:

Switch off your mobile phones while in class.

Email Policy:

You will be responsible if you miss a deadline because you did not read your email. Participants should regularly check their University email account.

Class Attendance Policy:

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A minimum 80% attendance is required for a participant to be eligible to sit in the final examination. Reporting sick and attending family functions (such as a wedding) will be considered as absent. Participants with less than 80% attendance in a course will be given grade 'F' (Fail) and will not be allowed to take the final exam. An 'F' grade will negatively impact student's CGPA.

Withdrawal Policy:

Students may withdraw from a course till the end of the 12th week of the semester. In such a case, a grade 'W' will be awarded. A 'W' grade will not impact student's CGPA. A student withdrawing after the 12th week will be awarded 'F' grade, which will negatively impact CGPA.

Harassment Policy:

Sexual or any other form of harassment through physical, verbal or electronic (mobile, email, etc.) means is constituted as punishable offence. Such actions will not be tolerated.

Use of Unfair Means/Honesty Policy:

Any participant found using unfair means or assisting another participant during a class test, quiz, assignment, examination, etc. will be liable for strict disciplinary action.

Plagiarism Policy:

Plagiarism is defined as the practice of taking someone else's work or ideas and passing them off as one's own. The participants will submit the plagiarism report to the resource person with every assignment, report, project, thesis, etc. A participant who fails to submit the 'Turnitin' report will receive 'F' grade that will count towards CGPA. If participants attempt to cheat 'Turnitin,' they will receive an additional 'F' that will count towards their CGPA. Look up the Student Handbook for further information on rules and regulations regarding plagiarism while submitting final report and other documents.

NOTE: STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE STUDENT HANDBOOK.

**Rubrics for all assessments (including mid and final exams) will be provided separately to the students.*

Weekly Sessions Plan:

Week	Topics / Contents	Activity	Application/Objectives PLO / CO / CLO
1	Introduction to the Course; Course Outline Explanation; Course Expectations Segmentation Analysis Cluster Analysis Introduction	Class lecture + discussion + Activity with Data set	PLO6; CO-3; CLO-3
2	Cluster Analysis Practice <i>Assignment 1: Karak Tea Case Let</i>	Class lecture + discussion + Assignment with Data set	PLO-3,6; CO-2, CLO-2,4
3	Easypaisa <i>Case Study 1</i> Project Title & Scope Presentation	Case Study Discussion + Discussion Question write up +Project Discussion	PLO-1,5, CO-1,3; CLO-1
4	Easypaisa B Assignment 2	Class lecture + discussion + Assignment with Data set	PLO-3,6; CO-2; CLO-2, 4
5	Segmentation Product Development Conjoint Analysis Introduction	Class lecture + discussion + Activity with Data set	PLO6, CO-2; CLO-3
6	Pinstripe Case Study 2 Project Qualitative Study Scope Defining	Case Study Discussion + Discussion Question write up +Project Discussion	PLO6, CO-1; CLO-1

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7	Positioning Variables Factor Analysis Introduction	Class lecture + discussion + Activity with Data set	PLO-6; CO-2; CLO-3
8	MID-TERM EXAM		
9	Loreal Case Study 3 Project Qualitative Study Presentation	Case Study Discussion + Discussion Question write up +Project Discussion	PLO-1,5; CO-1,3; CLO-1
10	Positioning Analysis Perceptual Maps – MDS Introduction	Class lecture + discussion + Activity with Data set	PLO6, CO-1,3; CLO-3
11	Burger Hub Assignment 3	Class lecture + discussion + Assignment with Data set	PLO-3,6, CO-1,3; CLO-2,4
12	Product Development Conjoint Analysis KitKat Assignment 4 Project Questionnaire Development	Class lecture + discussion + Assignment with Data set + Project Discussion	PLO-3,6; CO-1,3; CLO-2,4
13	Social Media Research Tools Industry Guest Speaker	Class lecture	PLO-3; CO-3
14	Mystery Shopping Mausummary Lawn Case Study 4 Project Data Analysis	Case Study Discussion + Discussion Question write up +Project Discussion	PLO-1,5, CO2; CLO-1
15	Presentations	Class lecture + Project presentation	PLO-2,4, CO-1,3; CLO-4
16	FINAL EXAM		

Primary Text Book (s):

Malhotra, Naresh K. (2015). Marketing Research, An Applied Orientation, 7e. India: Pearson

Reference / Supplementary Reading (s):

All the reading material and data sets will be uploaded on LMS

Useful Online / Web Resources: