

Data-Driven Marketing Decision Making Syllabus

Week/Module	Topics
Week 0	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ
Week 1: Exploring Customer Needs	<ul style="list-style-type: none"> • Weekly Overview • Market Research • Collecting Qualitative Response • Text Mining • Exploring Themes • Summary • Weekend Assessment
Week 2: Segmentation, Targeting and Positioning	<ul style="list-style-type: none"> • Weekly Overview • Criteria for Segmentation • Segmentation Process • Creating Customer Persona • Hands-on-Experience • Summary • Weekend Assessment
Week 3: Product Analytics	<ul style="list-style-type: none"> • Weekly overview • New Product Development • How to Design a Product • Sales Forecasting • Summary • Hands-on-Experience • Week Three Feedback • Weekend Assessment
Week 4: Pricing Analytics	<ul style="list-style-type: none"> • Weekly Overview • Pricing Strategy • How to Decide the Optimal Price of a Product • Summary • Weekend Assessment

Week 5: Place Analytics	<ul style="list-style-type: none"> • Weekly Overview • How to Select a Distribution Channel • Trade Economics • How to Design a Retail Store • Summary • Weekend Assessment
Week 6: Promotion Analytic-1	<ul style="list-style-type: none"> • Weekly Overview • Media Selection Model • ROI Calculation • Summary • Weekend Assessment
Week 7: New Age Marketing Analytics	<ul style="list-style-type: none"> • Weekly Overview • Digital and Social Media Marketing Analytics • Summary • Weekend Assessment
Week 8: Measuring Customer Responses	<ul style="list-style-type: none"> • Weekly Overview • Overview of Current Module • Recap of Past Modules • Measuring Customer Satisfaction • Measuring Customer Sentiments and Emotions • Conclusion • Summary • Weekend Assessment

Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Weekend Assessment	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in Weekend Assessment
- 40% marks and above in the final proctored exam

Disclaimer: In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.