



## **Marketing Fundamentals & Analytics in Management II**

### **Course Description:**

**This course explores the fundamental concepts of marketing and the integration of analytics in marketing strategies. Students will gain a comprehensive understanding of marketing principles, consumer behavior, market research, and how data analytics can be applied to make data-driven marketing decisions.**

### **Unit 1: Introduction to Marketing**

- ❖ Market Segmentation
- ❖ Targeting and Positioning

### **Unit 2: Consumer Behavior and Market Research**

- ❖ Market Research Process
- ❖ Qualitative and Quantitative Research
- ❖ Survey Design and Data Collection

### **Unit 3: Product and Brand Management**

- ❖ Brand Equity
- ❖ Pricing Strategies

### **Unit 4: Promotions and Digital Marketing**

- ❖ Social Media Marketing
- ❖ Content Marketing
- ❖ Email Marketing and SEO

### **Unit 5: Marketing Analytics**

- ❖ Customer Relationship Management (CRM)
- ❖ Marketing Metrics and ROI
- ❖ Data Visualization and Interpretation