

Marketing Fundamentals & Analytics in Management I

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

- The Marketing Concept
- Marketing Environment
- Marketing Mix (4Ps)

Unit 2: Consumer Behavior and Market Research

- Consumer Decision-Making Process
- Factors Influencing Consumer Behavior

Unit 3: Product and Brand Management

- Product Life Cycle
- New Product Development
- Branding Strategies

Unit 4: Promotions and Digital Marketing

- Integrated Marketing Communications
- Advertising and Sales Promotions

Unit 5: Marketing Analytics

- Introduction to Marketing Analytics
- Data-Driven Decision Making
- Web Analytics