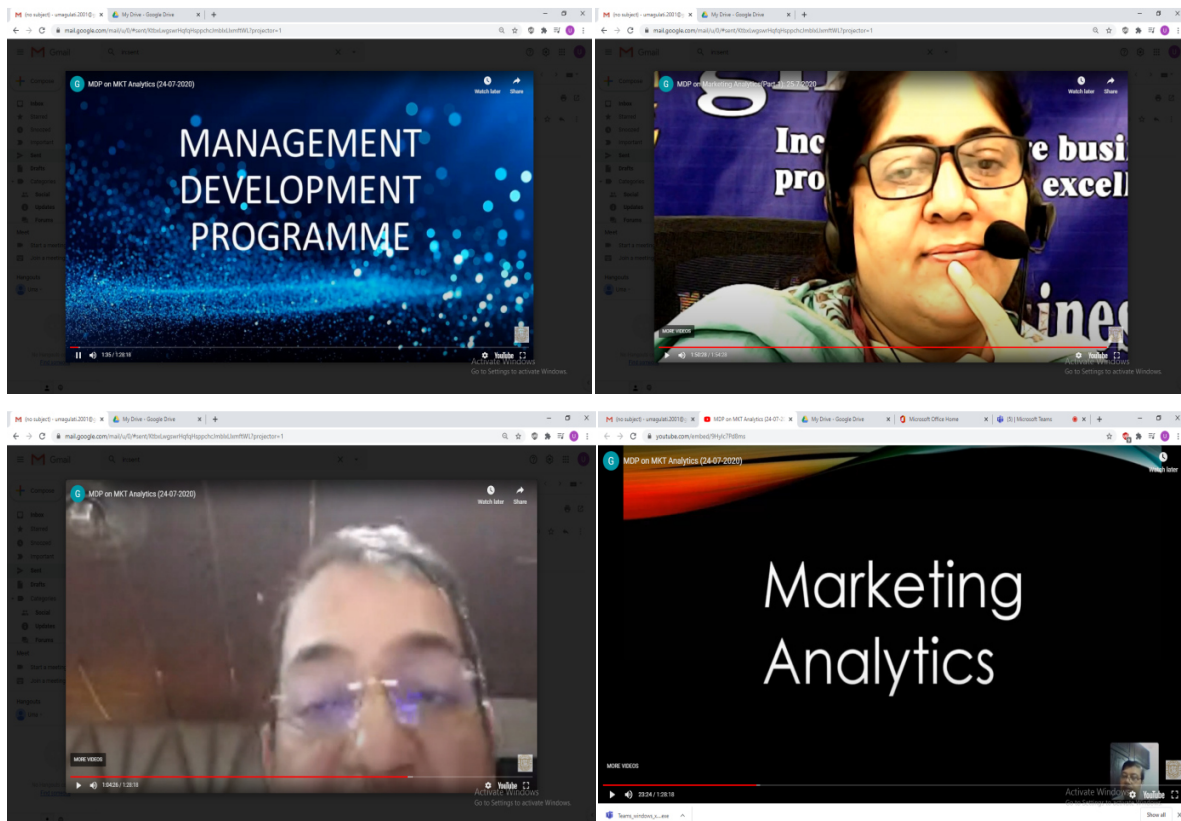
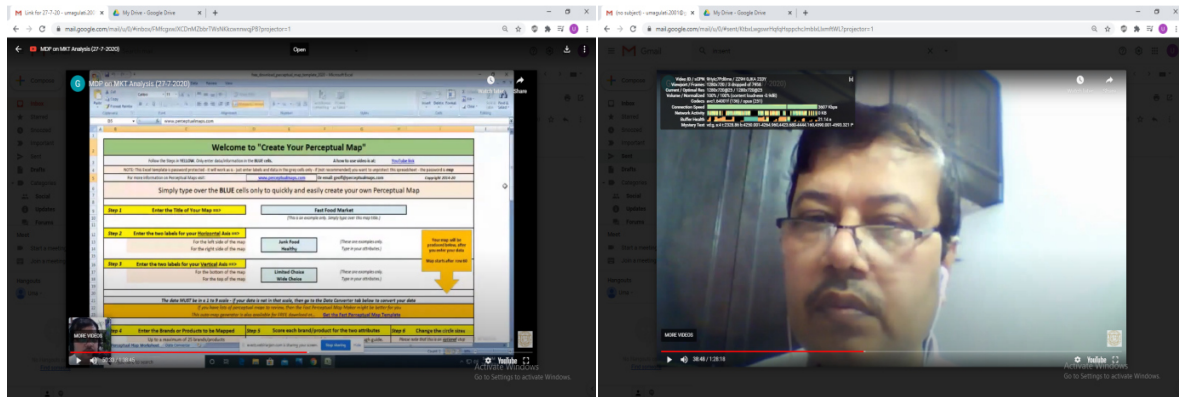


# Management Development Programme “Marketing Analytics” 24<sup>th</sup> - 27<sup>th</sup> July, 2020

Marketing Analytics has appeared as a tool to augment the accuracy and value of marketing decisions which can lead to momentous performance enhancement for the function as well as the overall business. Organizations and Marketing practitioners increasingly are looking at tools that can help manage and examine diverse set of data and their firms create models to predict and analyze. Keeping in view such an importance of Marketing Analytics, Management Development Programme on marketing analytics was organized by the Institute from 24<sup>th</sup> July – 27<sup>th</sup> July, 2020.

The first day of MDP covered the importance of marketing analytics highlighting the transformational role of Marketing Analytics. Prof Anup K Ghosh presented that how marketing analytics can make organizations understand the entire marketing process strategically. Mr. Amit Tiwari, Vice President, Havell’s India Ltd enlightened the participants on market segmentation using analytics. He explained that customer should be analyzed carefully to find out the right group for your brand, product/services.





The content covered on 25<sup>th</sup> July was positioning and perceptual mapping. Mr. Alim Ahmad, Head –Sales at JCDecaux India tinted the importance of positioning and how positioning of a product is done in the mind of customers. He explained the concept by giving example of brand that has succeeded in the market by doing right positioning. Dr. Uma Gulati, Professor, Gibbs, presented the lecture on perceptual mapping. She explained the approaches of developing perceptual maps, importance of Perceptual mapping and interpretation of the same.

Assignment was released by Prof Uma Gulati to make participants understand the process of perceptual mapping. The discussion on assignment was carried on 27<sup>th</sup> July along with presentation by Prof Anup K Ghosh on creation of perceptual mapping through Microsoft excel. On request of participants, Prof Uma touched key points of customer analytics. At the end Question and Answer session was handled to solve the queries of participants. All the registered participants were provided e content along with e certificate.

**Prepared by: Dr. Uma Gulati, Professor, giBS**