

# **MKT371 Customer Insights and Analytics**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

## **Synopsis:**

MKT371 Customer Insights and Analytics aims to develop competency in conducting quantitative marketing research. It equips students with practical knowledge and skills to collect survey data, conduct appropriate statistical analysis, as well as extracting insights for decision making.

## **Topics:**

- Principles of questionnaire design
- Sampling theories relevant to survey research
- Data cleaning and data exploration
- Using cross-tabulations to understand the relationship amongst var
- One-way and n-way Analysis of Variance (ANOVA)
- One-way and n-way Analysis of Covariance (ANCOVA)
- Correlation and regression — underlying assumptions
- Correlation and regression — conducting the analysis and interpreting the results
- Factor analysis
- Multidimensional scaling
- Hierarchical and non-hierarchical cluster analysis in marketing research
- Discriminant analysis

## **Textbooks:**

Naresh K. Malhotra: Marketing Research: An Applied Orientation 7th edition (ebook) 7th edition  
Pearson  
ISBN-13: 9781292265919

**Learning Outcome:**

- Examine questionnaire design principles and sampling methods
- Discuss data cleaning and data exploration techniques
- Show competence in conducting statistical analysis
- Formulate managerial recommendations based on statistical results
- Demonstrate proficiency in reporting statistical analysis and results
- Develop interpersonal skills to work effectively in a team

**Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	24
	GBA - VIDEO 1	16
	GBA - PPT 1	8
	PARTICIPATION 1	12
Overall Examinable Components	ECA-REPORT	40
<b>Total</b>		<b>100</b>