

MARKETING METRICS AND MARKETING-FINANCE INTERFACE

Overview

Marketing managers often have to justify the financial impact of their decision tools. For instance, if you would like to improve the TV advertisement of the brand that you manage, you need to explain the cost and the benefits (both short- and long-term) to your CMO. Similarly, if you would like to implement some changes in your firm's customer loyalty management programme, then you need to explain how this might influence retaining existing customers, attracting new customers, generate intangible benefits like good word-of-mouth (WOM), as well as generate tangible financial benefits to the firm. Therefore, unless you know how to equate the marketing actions to the financial (like ROA) and non-financial (like WOM) bottom-line of your firm, you are unlikely to convince your CMO/ Board and bring any positive change to the business strategy.

This course is designed to measure the effectiveness of any marketing related exercise to generate better returns for the firm. Some of the key questions that we address in this course are:

- What is the lifetime value of a customer?
- What is the impact of generating WOM in attracting new customers and the financial benefits to the firm?
- How to measure the impact of marketing exercise on firm performance?
- How to measure return on marketing investments (ROMI)?
- How to use web metrics and social media to understand our customers better?
- How to create a Marketing Dashboard including financial implications that can be used for strategic decision-making?
- How to perform Marketing Analytics for decision-making?

The course will be delivered using a combination of lectures, case studies, in-class exercises and reading journal articles. After completing the course, participants will be able to quantify the impact of various marketing decisions such as new product launch, customer relationship management, and marketing mix strategies essential for both brick and mortar and digital business.

Modules	Marketing metrics Number of participants for the course will be limited to thirty.
You Should Attend If...	<ul style="list-style-type: none"> ▪ you are a second year MBA student with marketing as one of your specialization ▪ you are a marketing faculty from an academic institution ▪ you are an industry professional with interests in marketing
Fees	<p>The participation fees for taking the course is as follows:</p> <p style="text-align: center;">Industry/ Research Organizations: INR 10000 Student of an Academic Institution: INR 1000 to IIM Ranchi and INR 500 to register in the GIAN portal Participants from abroad : US \$500</p> <p>The above fee include all instructional material. The participants will be provided with accommodation on payment basis.</p>

The Faculty



Prithwiraj Nath is a Professor of Marketing and Associate Director of The Retail Institute, Leeds Beckett University, United Kingdom. Email: P.Nath@leedsbeckett.ac.uk

Prithwiraj is particularly interested to understand how consumers make buying decision in an online retail context. He has published research papers in several top ranking marketing and management journals including *Industrial Marketing Management*, *European Journal of Marketing*, *Journal of Travel Research*, *Journal of Business Research*, *Journal of Services Marketing*, *International Journal of Production Economics* and *Journal of the Operational Research Society*. He is in the editorial board of four journals including *Industrial Marketing Management*.

In his current role as an Associate Director of The Retail Institute, Prithwiraj is involved in several industry-based projects and leads the research theme on “Consumers of the Future”. Prior to joining Leeds Beckett University, Prithwiraj has worked as an academic in the University of East Anglia, University of Nottingham and XLRI Jamshedpur, India. His background is in Physics and holds a PhD in Marketing from Indian Institute of Management Calcutta. He has led many research grants and conducted several training programmes for industry managers in U.K., India and Dubai.

Course Co-ordinator

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