

Marketing Engineering



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MARKETING ENGINEERING

Unit-I

Marketing Engineering Approach, Key Concepts of Marketing Engineering (ME), Model, Verbal Model, Box and Arrow Model, Graphic Model, Response Model, Mathematical Model, Models vs. Judgements, Trial / Repeat Model, Marketing Decision Environment, Tools for Marketing Engineering, Business Value of Marketing Engineering, Customer Value, Value in Use Assessment, Economic Life Time Value, Approaches to Measure Customer Value.

Unit-II

Segmentation, Targeting, Positioning-Traditional Segmentation, Targeting, Positioning through Brand Linkages, Perceptual Maps, Preference Maps, Limitations of Perceptual and Preference Map. Forecasting Methods- Judgemental Method, Market and Product Analysis Method, Time Series Methods, Causal Methods, Product Life Cycle, New Product Forecasting Models- The Bass Model, Bases Model, Selection of Forecasting Methods.

Unit-III

Market Response Models: Concept of a Response Model, Response Models- Aggregate Response Model, Individual Response Models, Shared Expenditure Models, Qualitative Response Models.

Unit-IV

Strategic Market Analysis, Strategic Marketing Decision Making, Advertising Budget Model, Rao & Miller Model, Ad Budg Model, The Full Model, Advisor Model, Media Decisions, Steps in Ad Design, Adcad system, Syntex Approach.

Unit-V

Geo-Demographic Analysis, Gravity Model, Pricing Models, Differential Pricing, Competitive Bidding, Bases for Differential Pricing, Revenue Management Process, Promotional Analysis. Promotional Effects, Promotional types and targets, Promotional Effects Model.

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