



NAAC
GRADE

THREE DAY ONLINE FACULTY DEVELOPMENT PROGRAMME ON MARKETING ANALYTICS : A PRIMER



2nd, 3rd, 4th
February 2023

Organised By

SCHOOL OF MANAGEMENT STUDIES COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY

School of Management Studies, CUSAT

School of Management Studies (SMS) holds the legacy of being one of the first five premier business and management institutions to be established in India, and the first in Kerala. The institution was founded in 1964 in God's Own Country, Kerala as reflection of the vision of Professor Emeritus Padmabushan (Dr.) M.V. Pylee, The Founder Director. With the formation of the University of Cochin in July 1971, the School blended in and became an integral part of Kerala's leading state university - Cochin University of Science and Technology (CUSAT). SMS has produced generations of skilled and successful professionals in the field of management. The focus at SMS is on meeting future global challenges by fostering experiential learning, world-class research, and a culture of enterprise. SMS CUSAT offers two-year Full-time MBA, three-year regular evening MBA, and full-time and part-time PhD programs. The institute regularly conducts FDPs/ MDPs/ Seminars/ Conferences in diverse business verticals.

About the FDP

One of the critical life skills for marketing enthusiasts involves knowing how to connect business problems to metrics and deriving information from these metrics to address marketing challenges. The FDP on Marketing analytics fundamentals is intended to familiarise members of the teaching fraternity, researchers and marketing enthusiasts with various applications of analytics in marketing strategy formulation. Through a case study approach, the FDP will enable participants to adopt data driven solutions in key result areas like customer acquisition, customer retention and choice mapping. By understanding how analytics enhances decision making in the marketing process, participants will be better equipped to predict the outcomes of various marketing actions. The introduction of common analytics tools through a case study approach will improve overall effectiveness as marketing instructors while also enhancing their career portfolio.

Who can Attend

Teaching Faculty, Researchers, MBA students, Entrepreneurs, Industry practitioners.

Resource Persons

Shri. Devchandran Mallick

Devchandran is a senior consultant with Accenture Strategy and based out of Hyderabad. He has 7 years of healthcare retail, marketing and consumer research experience. Prior to joining Accenture, he has worked for Apollo healthcare as Head - Insights & Strategy and at various marketing agencies. He has also worked on Go-To Market, Market Assessment, UX research, market research, marketing & campaign management, category management and analytics profiles.



Shri. Shiva Karthikeya

Karthikeya is a Senior Business Solutions Analyst at Blue Yonder India. He has over 6 years of experience in Business Analytics and Insights across Healthcare, Supply Chain, BFSI and EdTech. Karthikeya has been responsible for Revenue and Sales Forecasting, Demand Supply Match, Anti Money Laundering algorithms, healthcare market research and consumer Insights in his professional role.



Dr. Daly Paulose Meppurath

Dr Daly Paulose Meppurath is an academican with over 14 years of combined experience in industry and academia. She has served an illustrious academic stint working at various top-notch institutes in South India. Her areas of teaching expertise are Marketing, Brand Management, Business Research and International Business. She has to her credit numerous publications in international peer-reviewed journals listed in Scopus and ABDC. She is also a sought-after speaker at various academic forums and resource person for workshops in related domains.



Programme Schedule

DAY 1: 02-02-2023 Thursday	
Time	Topic
09:30 AM - 10:00AM	Inauguration
10:00 AM - 01:00PM	Marketing Fundamentals
02:00 PM - 04:00PM	Introduction to Data Analytics Tools
DAY 2: 03-02-2023 Friday	
09:30 AM - 01:00 PM	Analytics for Customer Acquisition
02:00 PM - 04:00 PM	Analytics for Customer Retention
DAY 3: 04-02-2023 Saturday	
09:30 AM - 01:00 PM	Analytics for Increasing Share of Wallet
02:00 PM - 04:00 PM	Case Study Practical
04:00 PM - 04:30 PM	Feedback and Conclusion

Registration Details

Registration fee per participant (Inclusive of GST@18%)

Registration Deadline: February 1 st 2023	Registration fee(INR)		
	Students and Research Scholars	Faculty Participants	Corporate Participants
	Rs.944	Rs.1180	Rs.1770

Payment Details

Payment is to be made through State Bank Collect.

Step-by-step explanation of payment procedure is provided in the registration link.

Click the following link to register for the FDP

[REGISTER HERE](#)

E-certificate

e-certificates will be provided to all participants

Organising Committee

Chairman

Prof.(Dr.)Jagathyraj V.P
Senior Professor and Director,
School of Management Studies, CUSAT

FDP Coordinator

Dr.Daly Paulose Meppurath,
Assistant Professor,
School of Management Studies, CUSAT
Email: dalypaulose@cusat.ac.in

Contact Us

Ph: 7558072271; 9745540398
Email: smsfdp2023@gmail.com