

Diploma Course - Marketing Analytics

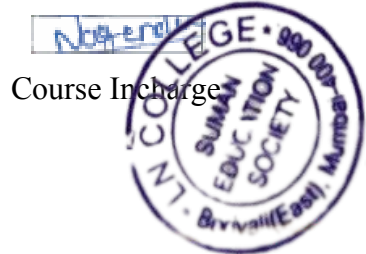
Department - Bachelor of Financial Marketing

Class - SYBFM

Course Summary

Course Title	Marketing Analytics
Course Objectives	The students of this course should have already attended Marketing Management and Introduction to Business Analytics. Therefore we expect them to know the basics of marketing and business analytics tools. In this course we will combine various concepts of marketing and business analytics in storytelling and problem solving. Real life marketing problems are often solved through a sequence of quantitative approaches. Identifying that sequence in the context of various marketing problems is important. This course will help the students in building the same.
Course Outcomes	We expect that the students of the course will be able to do the following at the end of the course: • Identify a marketing problem as a sequence of small questions • Identify the appropriate tools and datasets required to solve each small research question • Properly apply the various available tools and choose the best one • Create a marketing story out of the statistical and machine learning tools applied • Solve a marketing analytics project end to end
Duration	12 Weeks
Start Date	2nd August, 2021
End Date	23rd October, 2021
Designed By	Nagendra kangralk

Mr. Nagendra kangralk



Course Incharge

Ms. Vidhi Doshi

Co-ordinator

Dr. Satish Naringrekar

Principal

I/C PRINCIPAL
L N College

Plot No 89, Near General Kanappa Bridge,
Rajendra Nagar, Borivali (East), Mumbai - 400 066

Department - Bachelor of Banking & Insurance

Class - SYBFM

Name of Course - Marketing Analytics

Duration - 12 Weeks

Time -

Sr. No.	Name of Student	02-Aug	09-Aug	16-Aug	23-Aug	30-Aug	06-Sep	13-Sep	20-Sep	27-Sep	04-Oct	11-Oct	18-Oct
1.	SHAIKH UZMA ANWAR	P	P	P	P	P	A B	P	P	P	A B	P	P
2	CHAUHAN CHIRAG YOGESH	P	P	P	P	P	P	P	A B	P	P	P	P
3	GHADIGAONKAR MAYUR RAJESH	P	A B	P	P	A B	P	P	P	P	P	P	P
4	AZAM FAIZAL ZIYA UREHMAN	P	P	AB	P	P	P	P	P	P	A B	P	P
5	SAWANT DIPIKESH SADASHIV	P	P	P	P	P	P	A B	P	P	P	P	P
6	TIWARI VIPIN SANTOSH	P	P	P	P	P	P	P	P	P	P	P	P
7	LODHA AJAY PRAKASH	P	P	P	A B	P	P	P	P	P	P	P	P
8	BALAPOLE VIGNESH LAXMAN	P	P	AB	P	P	P	P	A B	P	P	P	P
9	VISHWAKARMA ROSHAN VIJAYKUMAR	P	P	P	P	P	P	P	A B	P	P	P	P
10	SAHU RAJESH PURANSINGH	P	P	AB	P	P	P	P	P	P	P	P	P
11	TIWARI MAYANK RANAPRATAP	P	P	P	P	P	P	A B	P	P	P	P	P
12	KAZI FIRAAS	P	P	P	A B	P	P	P	P	P	P	P	P



Reena A. Aabme

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SUMAN EDUCATION SOCIETY'S

LN COLLEGE

(Affiliated to the University of Mumbai)

H. D. Gaonkar Vidya Sankul, Suman Education Society Campus, Plot No. 89, Near General Kariappa Bridge,
Rajendra Nagar, Borivali (East), Mumbai - 400 066. Maharashtra (India)

CERTIFICATE OF ACHIEVEMENT

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Chirag Yogesh Chauhan

OF

S.Y. BFM

FOR COMPLETING DIPLOMA COURSE - MARKETING ANALYTICS
ORGANISED BY IQAC & DEPARTMENT OF BACHELOR OF FINANCIAL
MARKETING (BFM) IN ACADEMIC YEAR 2021-22.

MR. NAGENDRA KANGRAK

COURSE IN-CHARGE

MS. VIDHI DOSHI

BFM CO-ORDINATOR

DR. SATISH NARINGREKAR

PRINCIPAL



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