Jaipuria Institute of Management, Noida
Presents
Marketing Conclave on
Analytics-Driven High Accuracy Marketing
November 5, 2016
INTRODUCTION

We have moved from the era of "intuition" and "gut feel" where marketing managers would depend on their experience to make decisions to a period of number crunching based decision making. Today whether one is selling apparel or toothpaste, cars or fast food, the ability to access and process numbers effectively for decision-making is what differentiates a successful company or marketing manager from others.

There is also the need for a high level of accuracy today when marketers attempt to segment, target, differentiate and position their offerings in the marketplace. There is hardly a product, place, price and promotion decision that is made without a heavy dependence on figures. It is true that numbers do not always give the right decision making inputs or outcomes. Errors still happen. But the percentage of errors has been brought under control using objective techniques, technologies and processes that now enable marketers to analyze the performance of their marketing initiatives on a real-time basis using specific business metrics.

The theme of the conclave, Analytics-Based Marketing Accuracy for Market Leading Performance, has been chosen to deliberate upon the impact that numbers have on our daily lives as consumers and for marketers as they go about trying to capture more market share and helping brands take a centre stage position. Measuring social media versus blogging, SEM versus SEO, or promotion A versus promotion B gives the marketer a deep look into what is working and what is not.

Marketers today can integrate data from different channels and sources unlike the adhoc, isolated silos of the past. Analytics have given the marketer the power to see the whole marketing picture instead of bits and pieces so that the primary purpose of marketing - the creation of value for the customer - is achieved fully and better than competitors.

Analytics in marketing help in addressing questions like which marketing initiative is working for us today? Will it continue to work in the long run? How can we improve it? How do one company's marketing initiatives compare with those of competitors? Where are they spending time and money? Are they using channels or promotions that are not being used by others? Are marketing resources properly allocated as per results expected? Is the time and money being spent on different channels the right mix? And so on....

As these questions are more relevant today than ever before, this Conclave aims to address them in a succinct and matter-of-fact manner.
CONCLAVE TAKEAWAYS

- A ringside view of the latest developments in the Marketing Analytics industry.
- Knowledge sharing of best practices in Marketing Analytics.
- A preview of how impactful and rewarding a Marketing Analytics career can be in the future.
- Learning from industry leaders in the analytics business.

SUITABLE FOR

Undergraduate and Postgraduate students of Marketing, Business Management, and Statistics with a keen interest in Analytics as a career.
Undergraduate and Postgraduate faculty of Marketing, Business Management and Statistics with research or teaching interest in Analytics.

JAIPURIA INSTITUTE OF MANAGEMENT

Jaipuria Institute of Management with campuses at Lucknow, Noida, Jaipur and Indore in India is characterized by the vision of nurturing the next generation of thought leaders through education. Jaipuria Institutes of Management are offering PGDM, PGDM (Retail Management), PGDM (Financial Services), PGDM (Service Management) and PGDM (Marketing) and is known for imparting high quality of learning, by full time eminent academic faculty. The students are provided industry exposure through live projects, internships, seminars, conferences, industry visits and guest lectures, besides having global exposure through exchange program with several foreign universities. The students are also provided extensive training to improve their managerial skills and personal attributes.

PROGRAM SCHEDULE

<table>
<thead>
<tr>
<th>Session</th>
<th>Session Theme</th>
<th>Timing</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inaugural Session</td>
<td>Analytics-driven High Accuracy Marketing</td>
<td>10.00am - 11.30am</td>
<td></td>
</tr>
<tr>
<td>High Tea</td>
<td></td>
<td>11.30am - 11.40am</td>
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<tr>
<td>Panel Session</td>
<td>Marketing Analytics as a Career Enhancer</td>
<td>11.45am - 01.15pm</td>
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<td>Lunch</td>
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<td>01.15pm onwards</td>
<td></td>
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</tbody>
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JAIPURIA NOIDA

- ‘A’ Grade Accreditation by ‘NAAC’ (UGC)
- NBA Accredited PGDM Programs
- AIU Recognized PGDM as Equivalent to MBA
- 26th Amongst all B-Schools in India (NIRF, 2016) Ministry of HRD, Govt. of India
- 29th Amongst all B-Schools in India (People Matters - NHRDN, 2016)
- 14th Amongst Private B-Schools in North India (Outlook, 2016)
- 10th Amongst Private B-Schools in North India (CSR - GHRDC, 2016)