

## **Marketing by Measuring: Accurate Decision Making**

- Do you want accurate data that helps you make marketing decisions based on facts and numbers instead of assumptions?
- Are you looking for ways to improve both the effectiveness and efficiency of your organisation's marketing efforts?
- Would you like to master marketing analytics so you can justify budgets and build stakeholder confidence?

### **Introduction**

In the modern business landscape, intuition alone is no longer enough—data is what drives confidence, clarity, and results. Marketing by Measuring: Accurate Decision Making is an advanced-level program designed for practitioners across industries and senior management alike. It equips participants with structured, step-by-step methods to tackle common marketing problems and turn raw data into actionable insights. Through marketing analytics, organisations gain the ability to connect strategies directly to outcomes, making decisions that are transparent, measurable, and persuasive to stakeholders. After all, what can be measured can be managed, and what cannot be measured becomes guesswork. This program empowers participants to sharpen their problem-solving skills, adopt analytical tools, and transform themselves into professional marketers who can deliver measurable impact.

### **Program Objectives**

This program aims to:

- Provide a full spectrum of problem-solving in marketing.
- Provide gap for rethinking the marketing strategy and adjust the strategy for better results

### **Learning Outcomes**

After completing this program, the participants should be able to:

- Use statistic to determine how marketing analytic
- Review marketing strategy
- Master dependent variable techniques
- Apply inter-relationship techniques
- Lead a successful marketing strategy

### **Methodology**

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

### **Who Should Attend**

Marketing personnel, Marketing Managers, Business Development Managers, Strategic Department Managers, Senior Management, CEOs, and anyone who would like to apply marketing analytics to make marketing decisions accurately.

## Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p><b>Fundamental of Statistics</b></p> <p>In this module, participants would learn how to calculate the measures of central tendency, dispersion, normal distribution, confidence intervals. Then, the participants would learn the relations among two variables: covariance and correlation, probability and the sampling distribution.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Consumer Behaviour and Marketing and Marketing Insights</b></p> <p>This module enables participants to understand consumer behaviour as the basis for marketing strategy. At the end of the module, the participants would also understand the insights that are useful for decision making for marketers.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Determine the Drive of Demand: Modelling Dependent Variables Techniques</b></p> <p>The participants would learn the dependent equation type vs inter-relationship type statistics, Deterministic vs probabilistic equations and Modelling elasticity. The participants would learn through two business cases (1) Segmentation, and elasticity modelling can maximise revenue in a retail/medical clinic chain: field test results; (2) Lifetime value: how predictive analysis is superior.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>Panel Regression – How to Use a Cross-sectional Time Series</b></p> <p>In this module, the participants would have a practical session on panel regression. The participants would learn through three business cases- (1) Insights about marcom, (2) Insights about time, (3) Insights about cross-sections</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p><b>System of Equations for Modelling Dependent Variable Techniques</b></p> <p>In this module, the participants would learn to apply simultaneous equations and determine properties estimators. Then, the practical session by using a business is conducted in this module.</p>

10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Modelling Inter-relationship Techniques: What does my market look like?</b></p> <p>This module starts with in-depth knowledge of market segmentation, the four Ps of strategic marketing, criteria for actionable segmentation and the conceptual process. Then, the participants would learn the metrics of successful segmentation, the general analytic techniques. Next, the participants would learn from a business case on three topics – (1) Analytics, (2) Comments/details on individual segments, (3) K-means compared to LCA. Finally, the participants would learn how to do behavioural segmentation and segmentation techniques in this module.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Statistic Testing – how do I know what works?</b></p> <p>The participants would learn the sample size equation, A/B testing and full factorial differences. Finally, the participants would have a practical session through a case study.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>Implementing Big Data and Big Data Analytics</b></p> <p>This module gives the fundamentals of the concept of big data and the strategy. The participants should understand the fundamentals of big data analytic and exotic algorithms.</p>