



B.Com Honours

Semester 3

Calicut University

BUSINESS ANALYTICS TOOLS

Course Code: COM3MN209 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM3MN209

Course Title: BUSINESS ANALYTICS TOOLS

Course Type: Minor

Academic Level: 100-199

Credits: 4 Credits

Course Summary: This course provides students with the knowledge and skills needed to operate software tools for data analysis, and decision-making in a business context

Module I: Insert or Delete - Find and Replace Information

- **Unit 1:** Change the Name of a Worksheet, Change Column Widths or Row Heights, Hide Columns or Rows, Hide a Worksheet
- **Unit 1:** Move or Copy a Worksheet - Freeze Worksheet Titles - Hide Gridlines, Headings, or the Formula Bar

Module I: INTRODUCTION TO MARKETING ANALYTICS

- **Unit 1:** Marketing database analytical process, Data Collection, Coding, Screening and Purification, Digital Marketing
- **Unit 29:** Measurement Metrics.
- **Unit 1:** Market/Product Analysis Methods; Market Entry and Exit Decisions; Product Portfolio Models.

Module I: VANALYTICS IN MARKETING

- **Unit 4:** Text analytics, Search Engine Optimization Campaigns, Google Analytics, Display
- **Unit 4:** Advertising Analytics. Customer Retention, Cross-Selling, Up- Selling and optimization.
- **Unit 4:** Social Media Measurement, Social Media Analytics, Retargeting, Content Marketing. Trust, Privacy, and Ethics in Marketing Analytics

Module I: n producing reliable

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