



**STUDYDADDY**

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**TERM PAPER INSTRUCTIONS:**

**TERM PAPER:** Provide an in depth managerial analysis of marketing analytics utilization to increase sales revenue and market share. Your analysis should include samples of example modeling results and examples of how marketing analytics has been successfully executed by corporations.

**Some topics for consideration to be addressed as applicable:**

- Marketing data
  - How is marketing data generated
  - How is marketing prepared for analysis
- Sales trends
  - Methodologies
  - Examples
- Demand curves
  - Methodologies
  - Examples
- Pricing Models
  - Methodologies
  - Examples
- Customer Segmentations
  - Methodologies
  - Examples

**RESEARCH METHODOLOGIES:**

1. Monroe College databases
2. Company websites
3. Internet search
4. Google Scholar
5. Employee interviews

**LENGTH:**

10 to 15 double spaced pages for the body of the report. You should also have a cover page and a reference list, (these two pages do not count toward the five).

**FORMAT OF REPORT:**

APA style, with in text citations and a fully documented reference page. Double spaced, one inch margins, 12-point font.



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