MKTG 3700 - 001 MARKETING METRICS Fall 2015

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Office: BLB 365A  
Sec: 001 TU&TR 2:00-3:20 PM in BLB 055  
Office Hours: TU&TR 4:00 – 6:00PM; MON 10:00AM-2:00PM  
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UNT Catalog Description: MKTG 3700. Marketing Metrics. 3 hours. Students are taught to understand and appreciate the money implications and impact of marketing decisions. The teaching method is “intensively hands-on” and makes use of mini-cases, problems and exercises in the context of market opportunity analysis, market segmentation, and planning and implementing a marketing mix. Prerequisite(s): Junior standing + MKTG 3650 (concurrent OK, but completion is recommended).

If you do not meet prerequisites, you will be dropped during an audit!

I assume that you have very basic familiarity with Excel and PowerPoint, 2013 or 2010. For business majors, this should not be a problem, since you would have already completed BCIS 2610. For others, it is your responsibility to acquire the basic familiarity with both of these software products. See below.

Text and Other Needed Material:

1. Basic Marketing Metrics by Professor Gopala GG Ganesh, available from the UNT Bookstore, Campus Bookstore, and Voertman’s. Professor Ganesh is a senior faculty member in DML.

2. Students lacking basic skills in using Microsoft Excel and PowerPoint must take remedial action prior to the very first homework assignment of this course. Several, alternative, multi-part basic tutorials are available for each software on YouTube. Use these if you have not taken the required business background courses OR have forgotten what you learned there.

3. The UNT Blackboard Learn website for this class is a mandatory supplement and may be accessed via the physical BLB or virtual machine COB labs. Please go to http://www.cob.unt.edu/lab/virtuallab.php and locate instructions for installing the PC and MAC Virtual Machine clients on your computer.

4. We shall be using Excel for PC in class and all assignments. If you are a MAC student, please access and use Excel for PC via the Virtual Lab. Learn how to do this.

5. At the appropriate time during the semester, I will ask you to bring your laptop to class to facilitate hands-on Excel work. I will also direct you to appropriate resources from YouTube for basic tutorial on Excel.

6. Occasionally, I will invite an expert speaker to the class to talk about how marketing metrics is used in their firm or how best to apply what we study in class in the “real world.”

7. I strongly recommend a notebook, a calculator and a flash drive dedicated to MKTG 3700 - 001.

Distribution of Important Files for Graded Assignments:

I shall upload a zip file collection of materials and resources for each assignment under the Graded Assignments folder on Blackboard. Supplementary resources such as case study, hand-outs etc. may also be distributed in class or via the Blackboard Discussion Board, under the relevant forum for an assignment.
The UNT “Blackboard Learn” homepage (http://learn.unt.edu) for MKTG 3700 MM:

Please do complete the “I am here” survey via the link on the class homepage. I shall drop students who fail to do this by September 14, 2015. All discussions and clarifications on graded assignments MUST take place ONLY through the Blackboard Discussion Board. Post to the correct Discussion Board forum and thread. You may e-mail assignment questions to me and the TA and we will help you or point you in the right direction.

Your Eaglemail (yourname@my.unt.edu) e-mail account:

Besides announcements, I might also email you on occasion. These will go to your Eaglemail account. In Blackboard, you may auto-forward such emails to your preferred address through the Global Navigation Menu by clicking the ▼ next to the Logout button at the top right corner of the screen, followed by Settings, then Edit Personal Information. YOU are responsible for ensuring that my emails reach you.

Group Exercises:

At UNT College of Business, group work is not only encouraged, but also necessary to perform well in the course and later in your work environment. You will be assigned to a group of 4/5 members in the first instance and they will be your partners for the rest of the semester – if all goes well. I will provide group projects/exercises/cases to read, critically review, evaluate, or collect data, prepare reports and/or orally present in the course. You are required to apply the concepts that we have covered in the class and your readings and submit a report in written form. Occasionally, you will be asked to present findings/results from your projects. To ensure that there is no "free-rider(s)" in the group, there will be peer evaluations. I will also monitor your attendance, the frequency and quality of your participation, and the amount of interest shown in the course (inside and outside the classroom).

Course Objectives:

The fundamental goal of this class is to understand the relationship between marketing decisions and their financial implications and/or consequences. We shall learn how to calculate, understand and use several important basic marketing metrics which are “key” measurements that are helpful in quantifying and evaluating proposed and actual marketing performance. Hopefully, these will help you (a) in more advanced marketing classes, (b) in your marketing or management career, especially as you advance to managerial positions, and (c) explore this topic further in the future. We shall use simple mathematical techniques rarely, if ever, going beyond: +, -, X or *, /, % (e.g., BODMAS), some ^ and working with index numbers. However, there will be lots of individual and group hands-on, very intensive analysis. Another important objective is to pay meticulous attention to detail in all the assignments! Students who are very diligent, work very hard, seek help when need be, always do very well, i.e., achieve a perfect grade.

Grading:

This class carries a total of 1000 points. Your semester percentage will be based on this total.

<table>
<thead>
<tr>
<th>Due on</th>
<th>Component</th>
<th>Max Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 29/Oct 01</td>
<td>Dynamic Pricing – Group Summary Report and Presentations</td>
<td>100</td>
</tr>
<tr>
<td>Oct. 15</td>
<td>Excel Homework #1 (based on Modules 03 and 04)</td>
<td>100</td>
</tr>
<tr>
<td>Oct. 29</td>
<td>Challenge Case #1: Create and solve your own xlsx (Module 05)</td>
<td>200</td>
</tr>
<tr>
<td>Nov. 12</td>
<td>Challenge Case #2: Create the pptx for your CC1.xlsx (Module 06)</td>
<td>50</td>
</tr>
<tr>
<td>Nov. 17/19</td>
<td>Group Project and Presentations (reflecting Modules 7, 8, 9, 10, 11)</td>
<td>200</td>
</tr>
</tbody>
</table>
read on! Online Quizzes, best 2 of 3 @ 100 each 200
Dec. 07 Final Examination: Group Written Report 300

Semester Total 1,150

End-of-semester Letter Grades:

Letter grades will be assigned based on earned cumulative semester % (your semester total/1100, expressed as a percentage after rounding up 0.5% or higher), using the following cutoffs. The following letter grades and their interpretations are typical for the COB. If you are a non-COB major, your passing grade requirements will be determined by your own college/program of major.

90%+ = A Means "Excellent" 60% - 69% = D Means "Failing"
80% - 89% = B Means "Good" less than 60% = F Means "Failing"
70% - 79% = C Means "Passing"

Class Policies:

Honesty: You may help each other by asking and answering questions before/after class and through the Blackboard Discussion Board. However, you may not simply hand over your work to another student and/or post your complete/partial solutions etc. Each assignment requires individual effort and the use of materials specifically prepared and distributed for it this semester. Dishonest practices will result in the immediate assignment of a failing semester grade for the recipient and giver of the unfair help. Please see the attached UNT Academic Integrity Policy.

ADA Compliance: COB complies with, and I am personally committed to, the Americans with Disabilities Act. If you need special arrangements, please see me.

Attendance: I shall monitor class attendance. I might drop students with Very Poor attendance! Not showing up will also result in the loss of all doles such as bonus points, curves etc., even if earned. My judgment is final!

Discussion Board: The Blackboard Discussion Board supplements face to face contact. You MUST post all your questions related to course content and graded assignment here. Someone, including possibly a fellow student, will answer your question. This will allow the entire class to access the clarifications via the DB, which is organized by forum and thread.

Submitting Assignments: All assignments are to be submitted in HARD COPY format and SHALL NOT be accepted in any other way. The regular deadline is always in class on the Monday due date.

Picking up Assignments: Grades will be posted to Blackboard under the My Grades tab. Afterwards, the assignments may be picked up from my office (BLB 365A)

Backup of Assignments: Please maintain an electronic copy of all assignments “as submitted”, showing the actual date and time of completion. I shall ask for both a hard copy and a disk copy when necessary.
Non-submission of Quizzes: If you (1) do not complete all the required quizzes/examinations and/or (2) fail to submit any graded assignment, you will be denied all doles, curves etc., even if earned, at the end of the semester and you will just have to settle for the grade you earned strictly per the syllabus!

My Grades: I expect you to keep track of your grades (via the Blackboard MyGrades tab) and alert me in a timely manner about missing or incorrect grades. For example, do not wait until the last week of the semester to ask me questions about the Excel HW1 or Group Presentation grade! Please inform me early about “no show” group members.

Bonus Points and Grade: If you fail to avail of bonus points or extra credits and fall short of a better semester letter grade, no matter how close, you have to settle for what you earned!

**Important Notice International Students on the F-1 visa**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course. If such an on-campus activity is required, it is the student’s responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

**Additional notes to F-1 students:**

While this is not an online class, it is my understanding that F-1 students are not allowed to take more than a certain number of classes via that format. Please clarify with the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu.)

In the present security environment, and as a former International Student, I strongly advise all international students to be in full, 100% compliance with U.S. Immigration rules and requirements that govern you. If you do, there will be no hassles whatsoever and you can concentrate on your main purpose of being here, i.e. to study!
### TENTATIVE Schedule for the Semester (Subject to Revision)

It is YOUR responsibility to be “current” with material handed out in class or posted online! VERY important to keep up with my announcements in class and the Discussion Board!

<table>
<thead>
<tr>
<th>Week of</th>
<th>BB Module</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 25/27</td>
<td></td>
<td>Introduction to MM; Introduction to Marketing Mix with Concentration on Pricing</td>
</tr>
<tr>
<td></td>
<td>01</td>
<td>(online, self-taught) correct handling of percentages</td>
</tr>
<tr>
<td></td>
<td>01</td>
<td>(online, self-taught) Weighted Average</td>
</tr>
<tr>
<td></td>
<td>02</td>
<td>(online, self-taught) Balance Sheet and Income Statement</td>
</tr>
<tr>
<td>Sept 01/03</td>
<td>03</td>
<td>Channel Markups and Introduction to Basic Calculations</td>
</tr>
<tr>
<td>Sept 08/10</td>
<td>03</td>
<td>Channel Markups and Introduction to Basic Excel Worksheet</td>
</tr>
<tr>
<td>Sept 15/17</td>
<td>04</td>
<td>Contribution Analysis and Breakeven Point</td>
</tr>
<tr>
<td>Sept 22/24</td>
<td>04</td>
<td>Contribution Analysis and Breakeven Point</td>
</tr>
<tr>
<td>Sept 29/Oct 01</td>
<td>04</td>
<td>Contribution Analysis and Breakeven Point</td>
</tr>
<tr>
<td>Oct 06/08</td>
<td>05</td>
<td>Designing an Excel worksheet from scratch</td>
</tr>
<tr>
<td></td>
<td>06</td>
<td>Designing a PowerPoint presentation from scratch</td>
</tr>
<tr>
<td>Oct 20/22</td>
<td>11</td>
<td>Assessing Market Opportunity: Net Present Value</td>
</tr>
<tr>
<td>Oct 27/29</td>
<td>09</td>
<td>Applied Analysis: Marketing Mix, Price</td>
</tr>
<tr>
<td>Nov 03/05</td>
<td>10</td>
<td>Applied Analysis: Marketing Mix, Place</td>
</tr>
<tr>
<td>Nov 10/12</td>
<td>08</td>
<td>Applied Analysis: Marketing Mix, Promotion</td>
</tr>
<tr>
<td>Nov 17/19</td>
<td>08</td>
<td>Applied Analysis: Marketing Mix, Promotion</td>
</tr>
<tr>
<td>Nov 24/26</td>
<td>07</td>
<td>Applied Analysis: Marketing Mix, Product</td>
</tr>
<tr>
<td>Dec 01/03</td>
<td></td>
<td>Catch-up and Review</td>
</tr>
<tr>
<td>Dec 08</td>
<td></td>
<td>Final Examination – Group Written Report. Details Later!</td>
</tr>
</tbody>
</table>

Note: (online) Module 12 on Forecasting Basics is self-taught via Blackboard. Full details later!

Important Drop Dates:

- Student did NOT complete the “I am here” survey: Sept 14
- Student without instructor permission: Sept 07
- Student with permission and automatic W: Oct 02
- Student with permission (W or WF, grade-to-date): Nov 02
Online Quizzes

Open book but own effort. You may refer to class as well as all Blackboard materials, but NOT other students.

- Please take the quizzes at a non-BLB, non-UNT computer lab location. At home, work, via your own laptop accessing the campus WiFi network are all OK. Do not take the quiz in the labs. That would inconvenience other students.

- Three quizzes will be scheduled @ 100 points each. Q03 is labeled “makeup” because it serves that purpose for those students who might have missed Q01 and/or Q02. For others, Q03 is an opportunity to improve the quiz part of their semester grade. Since the final exam is mostly over the Q02 and Q03 materials, it is NOT a good idea to skip either!

- You may take each quiz twice. Better of the two scores will count.

- 2 hour time limit per quiz attempt from start time. You must complete the attempt in that time window. The clock will be ticking while you take breaks, if any.

- 25 questions per quiz @ 4 point each, randomly selected from a large pool, for a maximum of 100 points.

- Missed quizzes will be scored as zeros.

- Up to one zero quiz score will be dropped. If you have more than one zero score, the extra zeros will count towards your semester total.

- Your best scores from two different quizzes will count in your semester total.

Nine Day Availability Window for Online Quizzes

<table>
<thead>
<tr>
<th>Quiz#</th>
<th>Topic</th>
<th>Opens Saturday</th>
<th>Closes Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Modules 01 and 02 (Percentages, Weighted Average, BSIS)</td>
<td>Sept 26</td>
<td>Oct 04</td>
</tr>
<tr>
<td>02</td>
<td>Modules 03 and 04 (Markups, Contribution, BEP)</td>
<td>Oct 24</td>
<td>Nov 01</td>
</tr>
<tr>
<td>03: Makeup</td>
<td>Modules 07, 08, 09, 10 and 11 (Product, Price, Promotion, Place, NPV)</td>
<td>Nov 28</td>
<td>Dec 06</td>
</tr>
</tbody>
</table>

All quizzes remain open for 9 days – 1 week and 2 days.

Each quiz will BEGIN @ 12:01 am on the first date and END @ 11:59 pm on the second date!

Example: Quiz 01 begins at 12:01 am on Feb 21 and ends at 11:59 pm on Mar 01.

Please identify a convenient single block of 2 hours during the availability window of each quiz to take it.

Avoid quiz attempts during the 11:00 pm Saturday to 02:00 am Sunday Blackboard maintenance window.
UNT ACADEMIC INTEGRITY POLICY

DEPARTMENT AND UNIVERSITY POLICIES

Each student should be aware of the guidelines for academic honesty as outlined in the UNT Code of Student Conduct and Discipline which provides penalties for misconduct by student, including academic dishonesty.

YOU MUST DO YOUR OWN WRITTEN AND ANALYTICAL WORK FOR EACH ASSIGNMENT labeled as an individual assignment. You may discuss individual assignments, other than exams, with other students but the content of the submitted individual paper must be your own analysis and conclusions. Dishonesty, including but not limited to cheating on tests, plagiarism or receiving unauthorized help with your papers or exam, is taken seriously and will be investigated. The minimum penalty for academic misconduct is an “F” on the assignment. The maximum penalty is an “F” in the course and referral to the Dean of Students for disciplinary action which may include expulsion from the University.

Academic dishonesty includes cheating and plagiarism. The term “cheating” includes, but is not limited to, (1) use of unauthorized assistance in taking an exam; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The examination instructions are very clear regarding what materials may be used on the exam. If you “preprogram” your calculator, use any materials other than those permitted on the exam, talk with other individuals during the exam, exchange information about an exam with an individual that has not taken the exam, or copy or use material from another individual’s exam, you will receive a failing grade for the course.

According to University policy, if you become aware of any misconduct related to academic integrity, you should inform me or another proper authority such as the department chair or associate dean.

The term “plagiarism” includes, but is not limited to, the use, by paraphrase of direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling (or disseminating) of term papers or