MKTG 3700 MARKETING METRICS 2020 SPRING 3wk1

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UNT Catalog Description: *MKTG 3700. Marketing Metrics. 3 hours. Students are taught to calculate, understand, and interpret fundamental metrics or indicators of performance in marketing contexts. The pedagogical method is hands-on analysis of mini-cases, problems, and exercises, using hand calculation as well as computer worksheets. Prerequisite(s): Junior standing + MKTG 3650 (concurrent OK, but completion is recommended).*

If you do not meet prerequisites, you will be dropped when the class roll is audited.

I assume that you have very basic familiarity with Excel and PowerPoint, 2016, or 2013. 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 basic familiarity with both of these software products using, e.g., introductory videos on YouTube.

This is VERY important! The Canvas Inbox:

All course-related messages are through the Canvas Inbox. You may auto-forward these to your preferred email address. Just click the Account link on the course menu to the left, followed by Settings, then look for the Email cluster. Add your preferred email address and make that * the default.

The "I am Here" survey on the UNT Canvas website (http://unt.instructure.com) for MKTG 3700 MM:

Please complete the "I am here" survey via Canvas to register your presence in this class. Since the survey is used to complete the UNT audit rolls, those not completing it by 12/17/2019 will be reported as "not attending."

Text and Other Needed Material:

1.   REQUIRED: An Introduction to Marketing Metrics 2020 by Gopala GG Ganesh. This is a printable e-book purchased for about $35.00 via the MMGG book link on Canvas. No royalty to the author.

2.   REQUIRED: www.Management-by-the-Numbers.com. Purchase access to a specific set of 16 MBTN modules for about $25.00. MBTN will contact you on 12/16/2019 at your UNT email address to complete the purchase and activate your login credentials. If you registered late or have other access problems, please contact me asap, and I shall help you set up.

3.   The UNT Canvas website for this class is a mandatory and critical resource.

4.   I am a PC-based Excel and PowerPoint user. If you are a MAC student, I expect you to adapt or use the PC versions available in the CoB labs (physical or virtual).

5.   Access to a good scanner (COB Lab, Willis, the Public Library, Kinko's UPS Store all have these).

Distribution of Important Resources for the Challenge Cases:

I shall place these resources under the Canvas module for each Challenge Case.

Course Objectives:

This course aims to provide a basic, managerially relevant understanding of various marketing metrics. These are measures of past or planned performance and serve as benchmarks to guide managerial decision making in a marketing context. Specific objectives include:

1. Describe the metrics for marketing decision making
2. Recognize the data requirements for each marketing metric
3. Compute each marketing metric correctly
4. Interpret each marketing metric in managerial contexts
5. Explain how the metric, as interpreted, would inform and influence marketing decisions
6. Construct worksheets to calculate various marketing metrics

In this class, we shall only use simple mathematical techniques such as +, -, *, /, %, some ^, and also learn how to use index numbers. There will be lots of hands-on, very intensive analysis emphasizing "learn by doing". Hopefully, the knowledge you build up here will help you (a) in more advanced marketing classes, (b) in your marketing career, especially as you advance to managerial positions, (c) should you start a business, and, (d) explore this topic further in the future.

Grading Criteria:

This class carries a total of 1,000 points. Your semester percentage results from this total.

Due on	Component	Max Points
Dec 22	Management-by-the-Numbers (see the MBTN pages) Set I	125
Dec 21	Challenge Case (CC) 1: Create and solve a xlsx	125
Jan 6	Challenge Case (CC) 2: Create and solve a xlsx	125
Jan 8	Management-by-the-Numbers (see the MBTN pages) Set II	125
See Quiz page	Three Online Quizzes: Q1 @ 100 points, Q2 & Q3 @ 200 points	500
Semester Total		1000

End-of-semester Letter Grades:

Your course grade will be assigned based on earned cumulative % using the cutoffs stated below. The grade interpretations are per COB. If you are a non-COB student, please check with your department of major.

90%+	= A	Means "Excellent"	50% - 69%	= D	Means "Failing"
80% - 89%	= B	Means "Good"	less than 50%	= F	Means "Failing"
70% - 79%	= C	Means "Passing"			

TENTATIVE Schedule for the Semester (Subject to Revision)

Week	MMGG	Topic	Remarks
Dec 16 to Dec 22	Chapter 1	Percentages and Weighted Average	Challenge Case 1, MBTN Set I and Quiz 1 due this window
	Chapter 2	Balance Sheet and Income Statement	
	Chapter 3	Channel Markups	
	Chapter 4	Breakeven Analysis	
Jan 2 to Jan 5	Chapter 5	Marketing Mix: Product	Challenge Case 2 and Quiz 2 due during this window
	Chapter 6	Marketing Mix: Promotion	
	Chapter 7	Marketing Mix: Price	
Jan 6 to Jan 10	Chapter 8	Marketing Mix: Place	MBTN Set II and Quiz 3 due during this window
	Chapter 9	Net Present Value	

Class Policies:

Canvas Discussions: Ours is an online class, and hence, you MUST post all your questions related to class content and graded assignments to the Discussion Board. Someone, even a fellow student, might answer these. It would help the entire class to access the clarifications via the Discussion Board, which is set up by topic.

Honesty: You may not simply pass on your completed work to and/or copy the effort of another student and/or post your complete/partial solutions etc. to Canvas. Each assignment requires individual effort and the use of materials specifically prepared and distributed for it this semester. Dishonest practices **will result in a failing semester grade for the recipient and giver of 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 periodically monitor your presence on Canvas. I might drop students with very poor presence. Diligence is a must for earning all course doles, bonus points, curves etc. My judgment on these is final.

Submitting Challenge Cases: You are required to upload your submission under the relevant Challenge Case link as a single PDF file. This PDF may be produced in one of two ways: (1) The easy method is to print everything as hardcopy, assemble in the required sequence and then scan that to a **single PDF**, (2) If you know how to, use Adobe Acrobat (or an alternative you might be familiar with) to print all parts of the case to separate PDF files, then combine in the required sequence into a single PDF file. Uploading a SINGLE pdf file is an absolute MUST!

Grades on Challenge Cases: Canvas will notify you after an assignment has been graded.

Backup of Assignments: Please maintain an electronic copy of all completed assignments in original, pre-PDF format (xlsx, pptx etc.) in case the professor asks.

Diligence Policy: Students who (1) do not complete all the required quizzes and/or (2) fail to submit CC1 and CC2 will lose ALL bonus points (built-in or add-on), doles, curves etc., even if earned, at the end of the semester. Further, such students will have to settle for the grade earned strictly as per the syllabus, no matter how close they are to a better grade, e.g., 799.99=C, 699.99=D etc.

Post-grading Review: Post-grading, I expect students to promptly review their assignments and contact me if they have questions. I shall not review ANY Quiz or Challenge Case grade AFTER Jan 10.

Your task for the Management-by-the-Numbers.com exercise this semester

The above URL to access the MBTN site has been placed under Canvas-Start Here.

While there is some overlap between the two resources, MBTN nicely supplements the MMGG book by covering metrics and topics that we shall not cover in class simply because of lack of time to do everything I want to.

The MBTN website for our class consists of the 16 modules, shown on the next page, grouped into 2 Sets of 8 modules each. It is **not necessary** to wait for the completion of the MMGG chapter in class before attempting the corresponding MBTN module. The MMGG book chapters and the MBTN modules correspond approximately, are in the general topic area. MMGG + MBTN gives you very good exposure to Marketing Metrics.

How to proceed? After you watch my MBTN intro video on Canvas, do a quick review of the PDF tutorial for each module linked on the MBTN site and then start your work on it. Refer to the PDF as and when necessary.

There is a book, Marketing Metrics 2e, by Professors Bendle, Farris, Pfeifer, and Reibstein, which goes with the MBTN site. However, in my judgment, it is NOT necessary to buy the book. Just the above PDF tutorials, all derived from that book, are sufficient. After you are done with MBTN, if you would like to buy the book for future reference, please contact me, and I shall give you additional details.

Each MBTN module consists of four problem sets or cases that go from relatively easy to more challenging. Each case consists of between 4 to 10 questions, mostly non-multiple-choice. You start with the first case and get two attempts to answer each question right. After the second, wrong attempt of a question, MBTN shows you how to calculate it correctly, AND it remembers that you got that question wrong. There is NO time limit for answering a question. You may refer to the pdf for clarification and then attempt.

After all questions in a case are answered (right or wrong), MBTN moves to the next case. Once all four cases in a module are complete if you missed any questions, MBTN cycles through all four cases again, but with different input numbers. This time it gives you the option of skipping questions you answered correctly previously, but it does not allow you to skip those that you got wrong. You may keep doing this until you get every question correct. There is no limit on the number of attempts or time for completing a module (other than the Set's deadline).

You start each module as "Mailroom Clerk." You move from there to "Brand Assistant" (one case completed or correctly answered 60% of all questions in that module), Brand Manager" (two cases completed or 80% of all questions) and finally "CEO/CMO" (all four cases completed or 100% of all questions).

If you feel exhausted by a particular module, say after reaching the Brand Manager level, feel free to leave that module, go to another one and come back later to complete it. Therefore, please do not stay stuck and frustrated.

Of course, "Go for the Gold!" Achieve CEO/CMO (i.e. 100%) in all 16 modules! That will be absolutely great! ☺

MBTN Schedule

SET	MBTN module	Deals with these Metrics	Goes with MMGG Chapter
		Set I: Due 12/22, Extended Deadline 1/10	
I	1	Percentages	Chapter 1
I	2	Growth Rates	Chapter 1
I	3	Financial Statements 1: Introduction	Chapter 2
I	4	Margins 1: Introduction to Margins	Chapter 3
I	5	Margins 2: Channels (Calculating Margins)	Chapter 3
I	6	Breakeven Analysis	Chapter 4
I	7	Profit Dynamics	Chapter 4
I	8	Market Share Metrics I	Chapter 4
		Set II: Due 1/8, Extended Deadline 1/10	
II	9	Market Share Metrics II	Chapter 4
II	10	Cannibalization	Chapter 5
II	11	Advertising Metrics	Chapter 6
II	12	Web Metrics	Chapter 6
II	13	Pricing I: Linear Demand	Chapter 7
II	14	Distribution Metrics	Chapter 8
II	15	Net Present Value I: Time Value of Money	Chapter 9
II	16	Customer Lifetime Value I	Chapter 9

How I shall score MBTN:

Sets I and **II**: For each Set, I shall average the % scores earned by you in the 8 modules of that Set, first by the Due date, and then again by the Extended deadline. Then I shall average these two averages. The resulting % will determine your score for the Set, e.g., 100% = 100 points, 94% = 94 points, etc. Finally, your score ?/100 for each Set will be multiplied by 1.25 to extrapolate to a base of 125.

There is nothing to upload to Canvas for MBTN, which automatically keeps track of student progress in the post-login page of each student and the professor.

Online Quizzes on Canvas

- Three mandatory Canvas quizzes are during the semester.

- All three quizzes are based on MMGG book chapters covered by each quiz. Be sure to read the white-pages text material (concepts) and the mandatory case video solutions in each chapter.

- Open book but own effort. May refer to MMGG book + Canvas materials.

- Completing the quizzes using your own computer from home or work or through campus WiFi hotspots is appropriate. Please do not take the quizzes in the COB or other UNT labs because that would inconvenience other students.

- Please use Chrome or Firefox browser on a desktop or laptop for trouble-free quiz attempts.

- You may take each quiz twice, and the average of these two scores will be retained.

- Quiz 1 has a 90 minute time limit per attempt from start time. Quizzes 2 and 3 have a 180 minute time limit per attempt. You must complete the attempt in that time window because the quizzes auto-submit. The clock will be ticking while you take breaks if any.

- Quiz 1 has 25 questions @ 4 points, and Quizzes 2 and 3 each have 50 questions @ 4 points. The questions draw randomly from a large pool, resulting in a customized quiz for each student.

- Missed quizzes score as zeros.

Availability Window for Online Quizzes

Quiz#	Based on MMGG	Opens Friday	Closes Sunday
1	Chapters 1 and 2	December 20	December 22
2	Chapters 3 and 4	January 3	January 5
3	Chapters 3 4 5 6 7 8 and 9	Jan 10	January 11 (Saturday)
Each quiz will BEGIN @ 12:01 am on the first date and END @ 11:59 pm on the second date.			
Example: Quiz 1 begins at 12:01 am on Friday, Dec 20 and ends at 11:59 pm on Sunday, Dec 22.			
Quiz 3 is an exception and must end on Saturday 1/11 to facilitate the semester grade deadline.			
Please schedule a convenient single block of time during the availability window of each quiz to take it.			
Quizzes "auto-submit" when time expires. Hence, time management is VERY important!			
Your score and complete feedback will post to Canvas Grades as soon as you submit a quiz.			

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website at http://www.ecfr.gov/. The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken online or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An online or distance education course is a course that is offered principally through the use of television, audio, or computer transmission, including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no online or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

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 Student and Scholar Services Office. ISSS 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 Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

 1/15/04

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