MKTG 3700 MARKETING METRICS 2019 FALL

Instructor: Dr. Gopala "GG" Ganesh **Sec 001** TR 2:00 to 3:20 pm in BLB 070
Office: BLB 329N, **Hours**: MTWR 1-1:50 pm **Sec 002** MW 2:00 to 3:20 pm in BLB 055
Phone: (940) 565-3129; fax (940) 565-3803 **e-mail:** via Canvas Inbox

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, 2016 or 2013. Please ensure this by using, if necessary, freely available resources such as 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 Canvas menu at the left extreme followed by Settings, then look for the Email cluster. Add your preferred email address and * to make that the default.

The "I am Here" survey on the UNT Canvas (http://unt.instructure.com) website 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 9/6/2019 will be reported as "not attending".

Text and Other Needed Material:

1.   REQUIRED: An Introduction to Marketing Metrics 2020 by Gopala GG Ganesh, MMGG, available from the UNT Bookstore (please also try Campus Bookstore and Voertman's). About $40, no royalty. Please do not buy older editions. You need the 2020 book.

2.   REQUIRED: www.Management-by-the-Numbers.com. Purchase access to a specific set of 24 MBTN modules for about $25.00. MBTN will contact you at your UNT email address above to complete the purchase and activate your login credentials. Please ask me if you have a MBTN question.

3.   Access to iClicker REEF.

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

5.   I shall be using Excel and PowerPoint for PC. If you are a MAC student, I expect you to adapt or use the PC versions available in the CoB labs (physical or virtual).

6.   When I ask you to, please bring your laptop to class to facilitate hands-on Excel work.

7.   I strongly recommend a notepad, a calculator and a flash drive dedicated to MKTG 3700.

Distribution of Important Files for Challenge Cases:

I shall place additional resources for each such assignment, if necessary, under Canvas.

Course Objectives:

This course aims to provide a basic, managerially relevant understanding of various marketing metrics, the benchmark measures of past or planned marketing performance, that guide managerial decision making.

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, and, (c) explore this topic further in the future.

Grading Criteria:

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

Due week of[a]	Component	Max Points
Sep 30	Management-by-the-Numbers (MBTN) exercise Set I	100
Oct 7	Challenge Case #1: Create and solve your own xlsx	50
Oct 21	Challenge Case #2: Create and solve your own xlsx	75
Nov 11	Challenge Case #3: Create and solve your own xlsx	125
Read on!	Three Online Quizzes (Q1=50, Q2=100, Q3=100)	250
Nov 25	Management-by-the-Numbers (MBTN) exercise Set II	100
Dec 9	Final Exam on the University date/time for your class, details later	300
Semester Total		1000

End-of-semester Letter Grades:

Your course grade will be assigned based on earned cumulative semester% 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"			

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[a] *Due week is tentative. Exact due date will be specified in the handout for each Challenge Case.*

Class Policies:

Honesty: You may help each other on the Challenge Cases by asking and answering questions in/outside class and through Canvas. However, you may not simply hand over your completed work to or copy the effort of another student and/or post your complete/partial solutions etc. Each Challenge Case <u>requires individual effort and the use of the current semester's materials</u>. Dishonest practices **will result in a failing semester grade for the recipient and giver of the unfair help.** Please see http://policy.unt.edu/policy/06-003.

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 using REEF. I might drop students with very poor attendance. Not showing up for class will result in the loss of all course doles, bonus points, curves etc., <u>even if these are already earned</u>.

Submitting Challenge Cases: You are required to upload your submission to Canvas-Challenge Cases under the relevant Challenge Case as a single PDF file. This PDF maybe produced in one of two ways: (1) Print everything as hardcopy, assemble in the required sequence and then scan that to a single PDF. Such scanning is available in the COB and Frisco labs, Willis or local public library, Kinkos, UPS etc. (2) Use Adobe Acrobat to print all parts of the case to separate PDF files, then combine these into one PDF file. See my Excel to Adobe video example under CC1.

Grades on Challenge Cases: Post-grading, your case will be returned under Canvas-Grades.

Backup of Challenge Cases: Please maintain an electronic copy of all completed Challenge Cases in original, pre-PDF, xlsx format. If and when necessary, I may ask for it.

Diligence Policy: Students who (1) do not complete all the required quizzes/examinations and/or (2) fail to submit any Challenge Case, will lose ALL bonus points (built-in or add-on), doles, curves etc., even those 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.

Post-grading Review: Post-grading, I expect students to promptly review their Challenge Cases and see me if they have questions. Waiting until, e.g., the last week of the semester to ask about the CC1, will be too late to do anything. I shall not review ANY graded Challenge Case AFTER the final examination is completed.

Class cancellation: Barring extreme circumstances, class shall not be cancelled, even for severe weather. If I am unable to make it to class, I shall try to schedule a substitute professor. Alternatively, I shall activate specific Canvas content and message you about the arrangements.

Class Schedule for the Semester (subject to revision)

Note: class discussions are almost entirely based on MMGG content

Week of	MMGG Chapter	Topic
Aug 26		Introduction to MM
	1	(self-taught) Correct handling of percentages
	1	(self-taught) Weighted Average
	2	(self-taught) Balance Sheet and Income Statement
Sep 02	3	Channel Markups
Sep 09	3	Channel Markups
Sep 16	4	Contribution Analysis and Breakeven Point
Sep 23	4	Contribution Analysis and Breakeven Point
Sep 30	4	Contribution Analysis and Breakeven Point
Oct 07	4	Contribution Analysis and Breakeven Point
Oct 14	9	Assessing Market Opportunity: Net Present Value
Oct 21	9	Assessing Market Opportunity: Net Present Value
Oct 28	7	Applied Analysis: Marketing Mix, Price
Nov 04	8	Applied Analysis: Marketing Mix, Place
Nov 11	6	Applied Analysis: Marketing Mix, Promotion
Nov 18	6	Applied Analysis: Marketing Mix, Promotion
Nov 25	5	Applied Analysis: Marketing Mix, Product
Dec 02		Catch-up and Review
Week of Dec 09		Final Exam on the University date/time for your class, await details

Important Semester Drop Dates:

Start date for dropping with W: Sep 10
Last date to drop with W: Nov 04
Withdraw (drop all classes): Nov 22

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 24 modules shown on the next page. Set I, consisting of the first 8 modules, is active at the start of the semester. Sets II and III (also 8 modules each) will be activated in sequence later. Please note that Set III is optional and maybe completed for bonus points. It is **not necessary** to wait for completion of the MMGG chapter in class before attempting the corresponding MBTN module. The MMGG book chapters and the MBTN modules are in the general topic area and correspond approximately.

How to proceed? Watch the MBTN intro video on Canvas first, then do a quick review of the PDF tutorial for each module linked on the MBTN site and then start your work. 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 24 modules! That will be absolutely great! ☺

MBTN Schedule

SET	MBTN module	Deals with these Metrics	Goes with MMGG Chapter
		Set I: Due 9/30, Extended Deadline 12/6	
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 11/25, Extended Deadline 12/6	
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
		OPTIONAL Bonus Set III: Due 12/6, No Extended Deadline!	
IIIa	17	Pricing II: Constant Elasticity	Chapter 7
IIIa	18	Customer Lifetime Value II	Chapter 9
IIIa	19	New Product Forecasting	Not covered
IIIa	20	Sales Force Management I	Chapter 6
IIIb	21	Sales Force Management II	Chapter 6
IIIb	22	Promotion Profitability	Chapter 6
IIIb	23	Marketing Variance Analysis	Not covered
IIIb	24	Marketing ROI	Not covered

How I shall score MBTN:

Your syllabus score ?/100 on **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.

SET III: This set can earn you 10 semester bonus points (1% semester curve) <u>each</u> for Set IIIa and Set IIIb. These MUST be completed by 11:59 pm **on** 12/6/2019. MUST score 100% in **each** of the four modules in Set IIIa and Set IIIb to earn the bonus points for each.

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.

- Respondus Lockdown Browser required for all three quizzes. Canvas will prompt you to install it before allowing you to proceed with the Quiz.

- All three quizzes are based on the relevant MMGG book material and class discussions.

- Open book but <u>own effort</u>. May refer to MMGG book + Canvas materials, but NOT consult other students. Do not resort to self-defeating short cuts. What you learn in this class will serve you well in the future but only if you invest the time to learn for yourself, by yourself.

- 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 <u>COB or other UNT labs</u> 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 those two will be recorded as your score. If you did not take a quiz twice, your score will be that from the single attempt you made.

- There is a 1-hour time limit per quiz attempt from start time. 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.

- Each quiz consists of 25 multiple-choice questions. Please note that Q1 is worth 50 points, that is, 2 points per question. In contrast, Q2 and Q3 are worth 100 points each, that is, 4 points per question. The questions draw randomly from a large pool, resulting in a customized quiz for each student.

- Missed quizzes score as zeros.

Four-Day Availability Window for Online Quizzes

Quiz#	Based on MMGG	Opens Friday	Closes Monday
01	Chapters 1 and 2	September 27	September 30
02	Chapters 3 and 4	October 25	October 28
03	Chapters 5 through 9	November 29	December 2

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 Friday September 27 and ends at 11:59 pm on Monday September 30.
Please schedule a convenient single block of 2 hours during the availability window of each 1-hour 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.

How to register and sign up with the UNT REEF polling system
(earn a 3 to 1% semester grade curve)

We shall use the current version of REEF polling system (v 5.0.6 when I prepared this syllabus, might be upgraded by start of semester) to stimulate and facilitate in-class participation and the award of up to a 3% boost to your earned semester %. This might well mean the difference between a higher versus lower grade in MKTG 3700.

REEF runs well on any smart device (iPhone, Android phone, iPad, Android tablet) or laptop that can access the Internet. If you will be using a smart phone, please do NOT rely on your data plan because the signal IS weak inside the classroom. I recommend connecting to REEF only through Eaglenet or other UNT-based WiFi network that you are authorized to use. Ignore any payment instruction during the REEF sign-up process. Your access to UNT REEF is free since the university has site-licensed this product. Your ONLY responsibilities are to bring your REEF-enabled device to class, activate it when here and be ready to tackle the REEF questions.

The REEF registration process for MKTG 3700 is very simple and as follows:

- If you already have a Reef account, login and if prompted, update to the latest version. Then ensure that you have specified (or change to) as your email address your preferred (*'d) email address from Canvas and your EUID as UserID. That is all, you are done!

- If you do not have a Reef account: You can access iClicker Reef using a web browser (https://www.iclicker.com), or download the free app for iOS or Android. Create a new account specifying as your email address your preferred (*'d) email address from Canvas and use your EUID as UserID. That is all, you are done!

*****IMPORTANT*****: Upon reaching class, put your mobile in Airplane Mode first, then get back to WiFi. This is likely to help you resolve any REEF access issues (rare occurrence, based on past semesters).

In class, after I invoke REEF, click the JOIN button next to your class section under REEF. Upon conclusion of each week, typically every Friday, I shall sync REEF with Canvas. This will revise and update your cumulative REEF earned % in Canvas Grades, calculated as cumulative earned points/maximum points. To earn the 3% curve, your end-of-semester cumulative REEF% must be >= 80%. If it is 50% to 79%, you earn a 2% curve. If 25-49%, a 1% curve.

Scoring REEF: Attempting all but one of the questions during a class session earns you TWO participation points for that session. Correctly answering each question earns you an additional point per question. Some examples:

- I ask four questions, you attempted all and got them all correct. You earn 2+4=6 points.
- I ask three questions, you attempted 2 questions and got them both incorrect. You earn 2+0=2 points.
- I ask three questions, you attempted 1 question and got it correct. You earn 0+1=1 point.

Therefore, assuming 4 questions, you could earn a maximum of 6 points per REEF class session/poll. We are meeting 15 weeks this semester. I shall also award some REEF bonus points to boost your REEF score. However, there are NO second chances with REEF. You miss a class you miss the REEF questions and points for that class.

Occasionally, I might forget all about REEF because, after all, it IS a deviation from the lecture. I shall be grateful for a reminder, IF I have asked no REEF question in, say, the first 30 minutes of class.

Please ask me if you have a REEF question. Good Luck in REEF-ing this semester!