

## MKTG 3700 MARKETING METRICS 2021 SPRING

**Instructor:** Dr. Gopala "GG" Ganesh  
**Zoom Office Hours:** TR 11 am - Noon; W 7 pm - 8 pm

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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.

This is an online class. I expect you to access the course either through a desktop or a laptop computer. Devices such as an iPad, a tablet computer, or a cell phone may not be optimal for this class.

Access to and very basic familiarity with Excel 2019 or 2016 is crucial. Please ensure this by using, if necessary, freely available resources such as introductory videos on YouTube. Other worksheet programs are not acceptable.

### **This is VERY important! The Canvas Inbox:**

This is an online class. Therefore, all course-related messages are via 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 and \* your preferred email address to make that the default.

### **Text and Other Needed Material:**

1. The UNT Canvas website for this class is a mandatory and critical resource.
2. **REQUIRED:** An Introduction to Marketing Metrics 2021 by Gopala GG Ganesh or MMGG. The e-book linked on Canvas is the recommended purchase for this online class. The identical physical book may be available from the UNT Bookstore. Please note that there is no royalty to the author.
3. **(Bonus Points)<sup>a</sup> REQUIRED:** [www.Management-by-the-Numbers.com](http://www.Management-by-the-Numbers.com). Purchase access to a specific set of 16 MBTN modules for about \$25.00. MBTN will contact you at your UNT email address to complete the purchase and activate your login credentials. Please contact me if you have any issues or questions.
4. UNT-customized Respondus Lockdown Browser, downloadable using the link under Canvas/Quizzes.
5. MSEXcel for PC is required. Mac users need to be aware that the case assignment resources are all designed in MSEXcel for PC and adapt. Alternatively, they may use VMWare to virtually access MSEXcel for PC in the RCob lab. This course does not teach how to use VMWare and Excel for MAC.
6. I strongly recommend a notepad, a calculator, and a flash drive dedicated to MKTG 3700. You learn better in this class if you simply do not read/watch videos but actively repeat everything yourself.

### **The I am Here survey and the Syllabus Quiz:**

**(Bonus Points)** Use Canvas links to complete (1) the I am Here survey and (2) the syllabus quiz by January 22. I shall use these as evidence of your class attendance for the audit rolls.

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<sup>a</sup>Wherever indicated, there is a corresponding bonus semester points opportunity, explained later





















