

MKTG 3700 MARKETING METRICS 2016 Spring

Instructor: Dr. Gopala “GG” Ganesh
Office: BLB 329N, **Hours:** TWR 1 - 3 pm
Phone: (940) 565-3129 (fax 565-3803)

Sec: 001 TR 11:00 am -12:20 pm in BLB 155
Sec: 002 W 6:30 pm - 9:20 pm in BLB 015
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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 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 Gopala GG Ganesh, available from the UNT Bookstore (please also try Campus Bookstore and Voertman’s)
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.
4. We shall be using Excel and PowerPoint for PC in class and all assignments. If you are a MAC student, you must adapt or use the CoB labs for all assignments!
5. When I ask you to, please bring your laptop to class to facilitate hands-on Excel work.
6. I strongly recommend a notepad, a calculator and a flash drive dedicated to MKTG 3700.

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. On occasion, supplementary resources may also be distributed 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 complete the “I am here” survey via the link on the class homepage. I shall drop students who fail to do this by February 08, 2016. All discussions and clarifications on graded assignments MUST take place ONLY through the Blackboard Discussion Board. DO NOT e-mail assignment questions to me. Post to the correct Discussion Board forum and thread.

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

Besides announcements (which also duplicate as email), I might also directly 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. This is VERY important!

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 very 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 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: +, -, *, /, %, some ^ and working with index numbers. However, there will be lots of hands-on, very intensive analysis. Another important objective is to pay meticulous attention to detail in all the assignments! A perfect grade in this class requires a perfect performance!

Grading Criteria:

This class carries a total of 1,000 points. Your semester percentage will be based on this total. The exact date of in-class, hard copy submission will be clearly communicated on each assignment.

<u>Week of</u>	<u>Component</u>	<u>Max Points</u>
Feb 29	Excel Homework #1 (Modules 03 and 04)	100
Mar 28	Challenge Case #1: Create and solve your own xlsx (Module 05)	150
Apr 11	Challenge Case #2: Create the pptx for your CC1.xlsx (Module 06)	50
Apr 25	Excel Homework Assignment #2 (Modules 07 through 11)	100
read on!	Three Online Quizzes @ 100 each	300
May 09	Online, on campus Final Exam (mostly Modules 03, 04, 07 through 11)	300
Semester Total		1000

End-of-semester Letter Grades:

Letter grades will be assigned based on earned cumulative semester % (your semester total/1000, 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:

- 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.
- Honesty: You may help each other on non-test graded assignments 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!
- Assignments: Your submission will consist of (1) a mandatory hard copy submission in class, and, possibly, (2) an electronic Blackboard upload, both on the due date. Please read each assignment's handout very carefully.
- Picking up Assignments: Grades will be accessible via Blackboard MyGrades. Afterward, your assignment, if not already distributed in class, may be picked up from my office (BLB 329N, northwest corner, overlooking the Willis library.)
- 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 bonus points, 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 grade!
- Bonus Points and Grade: If you fail to avail of bonus points and fall short of a better semester letter grade, no matter how close, you have to settle for what you earned!

TENTATIVE Schedule for the Semester (Subject to Revision)

It is YOUR responsibility to be "current" with material posted online!
VERY important to keep up with my announcements and the Discussion Board!

<u>Week of</u>	<u>BB Module</u>	<u>Topic</u>
Jan 18		Introduction to MM
	01	(self-taught) Correct handling of percentages
	01	(self-taught) Weighted Average
	02	(self-taught) Balance Sheet and Income Statement
Jan 25	03	Channel Markups
Feb 01	03	Channel Markups
Feb 08	04	Contribution Analysis and Breakeven Point
Feb 15	04	Contribution Analysis and Breakeven Point
Feb 22	04	Contribution Analysis and Breakeven Point
Feb 29	05	Designing an Excel worksheet from scratch
	06	Designing a PowerPoint presentation from scratch
Mar 07	11	Assessing Market Opportunity: Net Present Value
Mar 21	11	Assessing Market Opportunity: Net Present Value
Mar 28	09	Applied Analysis: Marketing Mix, Price
Apr 04	10	Applied Analysis: Marketing Mix, Place
Apr 11	08	Applied Analysis: Marketing Mix, Promotion
Apr 18	08	Applied Analysis: Marketing Mix, Promotion
Apr 25	07	Applied Analysis: Marketing Mix, Product
May 02		Catch-up and Review
May 09		Online Final Examination in Sage Hall; Details Later!

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

Other important Drop Dates:

Student without instructor permission: Feb 01

Student with permission and automatic W: Feb 26

Student with permission (W or WF, grade-to-date): Apr 05

Student may withdraw (drop all classes): Apr 22

Online Quizzes

- Open book but own effort. You may refer to class, the MM book and 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
- 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.
- The better of the two scores from each of the three quizzes, out of 100 each, will be added to determine your Quiz total out of 300 for the semester.

Ten Day Availability Window for Online Quizzes

Quiz#	Topic	Opens Saturday	Closes Monday
01	Modules 01 and 02	Feb 20	Feb 29
02	Modules 03 and 04	Mar 26	Apr 04
03	Modules 07, 08, 09, 10 and 11	Apr 23	May 02
All quizzes remain open for 10 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 20 and ends at 11:59 pm on Feb 29.			
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.			
Quizzes "auto-submit" when time expires. Hence, time management is VERY important!			
You may take each quiz twice and the better score is retained.			
Your score and complete feedback will post as soon as you submit a quiz.			

CASE: SOUTHWESTERN CHINA COMPANY INCORPORATED

Thanks to Professor Sam Gillespie!

note: this is the ONLY new case in the Spring 2016 MM book (pages 118-119)

Jack Lusk is the new president of Southwestern China Company Inc. (SCCI) a small manufacturing firm which produces exquisite dinnerware, using a European process developed by his ancestors many generations ago in the Alsace-Lorraine area of France. His great grandfather, an immigrant from Europe in the 1870's, established a small kiln in Castroville, Texas, soon after arrival. After he passed away, Jack's grandfather and then his father continued to operate it. Jack had worked at the SCCI plant as a young man, but subsequently moved to Santa Fe, New Mexico where he operated an artist's co-operative wholesale and retail pottery firm as well as designed and "threw" clay at his own kiln. He returned to Texas in December 2014 when his father was disabled with a stroke. Jack was somewhat familiar with the dinnerware business, but not much more than what is necessary to interpret the firm's financial statements. In particular, just like his father, Jack didn't understand much about the marketing of dinnerware either, which is probably why Southwestern China Company (SCCI) has always used brokers to sell to wholesalers who marketed to retailers. Jack was thinking about developing his own sales force, but that was still some time away.

Jack is currently taking a second look at his plan to improve his firm's profit performance. In 2014 SCCI had a so-so profit (contribution to margin) of \$160,000; his goal for 2015 is to increase this by 15%. However, to do this he believes he must increase his firm's selling price by an average of \$50 per dinnerware pattern SET.

The 2014 (that is, before the proposed price increase) retail selling prices of the three variations SCCI sold were \$600, \$400, and \$200 per set, accounting for 15%, 65%, and 20%, respectively, of retail sales. In 2014, SCCI paid its brokers a 8% commission on all dinnerware sold to wholesalers. Wholesalers marked up 25% on SCCI selling price while retailers' margin was 37.5% on consumer purchase price. Broker commission for 2015 will increase to 10%.

SCCI uses both "push" and "pull" promotional approaches to marketing through their channels of distribution. SCCI sets aside a \$11 co-operative advertising allowance for every set sold in the channel. In 2014, SCCI attended four national trade shows and three regional trade shows, each costing about \$4,000. SCCI spent nearly \$240,000 in national consumer magazines and another \$30,000 in trade publications to wholesalers and retailers.

Production costs are moderate. Jack has set up his kilns and clay processing machinery on a 10-year depreciation schedule of \$90,000 per year. His materials and labor costs per dinnerware set run about \$95.00; while packaging and crating costs, which used to be \$7.35 in 2014, will be increased to \$7.50 in the year 2015.

Assuming no changes in costs and prices other than those mentioned earlier, how will Jack's required level of sales (RLS) to reach the 2015 profit goal, in units and dollars, differ from his RLS for the 2014 profit goal, in units and dollars? That is, will they increase, decrease or stay the same?

- Q01. What was the weighted average retail selling price of a typical SCCI pattern SET in 2014? Based on this, what was the 2014 retailer's cost, the wholesaler selling price, the wholesaler's cost and therefore SCCI's manufacturer selling price of a typical set? (caution: interpret the markup %s correctly. Refer to KKC and WMCI from Excel HW1)
- Q02. Starting with the weighted retail selling price, calculate SCCI's 2014 manufacturer selling price of a typical set in a single step, using the markup chain concept.
- Q03. Line itemize, then total these to determine SCCI's 2014 unit variable cost of a typical set.
- Q04. What was SCCI's 2014 \$Contribution and %Contribution for a typical set?
- Q05. What was SCCI's (do not itemize) Total Fixed Cost in 2014? Hence, what was their Breakeven Point in number of sets and dollar sales? (caution: always calculate \$ as rounded-up # * USP)
- Q06. What was SCCI's TFC + Profit in 2014? Hence, what was their 2014 Required Level of Sales or RLS, i.e., BEP with profit included, in number of sets and dollar sales? (caution: always calculate \$ as rounded-up # * USP)
- Q07. What is the proposed SCCI manufacturer selling price and \$ profit goal for 2015?
- Q08. Line itemize each unique thing, then total these to estimate SCCI's 2015 unit variable cost of a typical set.
- Q09. Estimate SCCI's 2015 \$Contribution and %Contribution for a typical set?
- Q10. Estimate SCCI's (do not itemize) Total Fixed Cost in 2015? Therefore what was their Breakeven Point in number of sets and dollar sales?
- Q11. Estimate SCCI's TFC + Profit goal for 2015? Therefore what is their 2015 Required Level of Sales or RLS, i.e. BEP with profit included, in number of sets and dollar sales?
- Q12. Therefore, estimate the difference (2015 minus 2014) in SCCI's RLS in Number of Sets and Dollar Sales to reach the profit goal for 2015 vs 2014?



UNT ACADEMIC INTEGRITY POLICY

(Source: Code of Conduct and Discipline at the University of North Texas)

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 or 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 other academic materials.