

MKTG 3700 MARKETING METRICS 2017 FALL

Instructor: Dr. Gopala “GG” Ganesh

Office: BLB 329N, **Hours:** MTWR 2 to 3 pm

Phone: (940) 565-3129 (fax 565-3803)

Sec: 001 TR 8:00 to 9:20 am in BLB 245

Sec: 002 MWF 1:00 to 1:50 pm in BLB 070

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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 the basic familiarity with both of these software products using training videos on YouTube.

The UNT “Blackboard Learn” homepage (<http://learn.unt.edu>) for MKTG 3700 MM:

Please complete the “I am here” survey via the Blackboard link to record your presence in this class. Since the survey provides critical information for planning, I shall drop those who are no shows as of 9/8/2017.

Text and Other Needed Material:

1. REQUIRED: An Introduction to Marketing Metrics 2017-2018 by Gopala GG Ganesh, available from the UNT Bookstore (please also try Campus Bookstore and Voertman’s). About \$40, no royalty.
2. REQUIRED: www.Management-by-the-Numbers.com. Purchase access to a specific set of 7 MBTN modules for about \$14.95. MBTN will contact you at your UNT email address to complete the purchase and activate your login credentials. I shall provide more details about the MBTN task on or before 9/30.
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 (physical or virtual) 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, I might distribute supplementary resources via Blackboard’s Discussion Board.

This is VERY important! Your Eaglemail (yourname@my.unt.edu) e-mail account:

I might directly email you on occasion. These will go by default to your UNT email address (your yourname@my.unt.edu is a short alias in case you were unaware). In Blackboard, you may auto-forward such emails to your preferred email address through the Global Navigation Menu by clicking the ▼ next to Logout at the top right corner of the screen, followed by Settings, then Edit Personal Information. Please ensure receipt of all course-related emails.

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 that 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 limited to +, -, *, /, %, 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. Your perfect grade results from perfect work.

Grading Criteria:

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

<u>Due week of</u>	<u>Component</u>	<u>Max Points</u>
Oct 16	Challenge Case #1: Create and solve your own xlsx (Module 05)	100
Oct 30	MOS Excel 2016 Certification (GMetrix deadline)	100
Nov 06	Challenge Case #2: Create a pptx from your completed CC1.xlsx (Module 06)	50
Nov 20	Challenge Case #3: Create and solve your own xlsx (Module 05)	100
read on!	Three Online Quizzes @ 50 points each	150
Dec 04	Management-by-the-Numbers (MBTN) exercise	100
Dec 9 thru 16	Final Exam on the University date/time for your class, await details	400
Semester Total		1000

End-of-semester Letter Grades:

Your course grade will be assigned based on earned cumulative % (your semester total/1000, expressed as a percentage), using the cutoffs stated below. The letter grades and their interpretations are per COB. If you are a non-COB major, your passing grade requirements are those set 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 assignments here. Someone, including possibly a fellow student, will answer your question. This will allow the entire class to access the clarifications via the Discussion Board that is setup by forum and topic.
- 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 completed work to or copy the effort of 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 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.
- Submitting Assignments: You are required to upload your submission to Blackboard-Graded Assignments under relevant assignment 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 lab, Willis library, Kinkos, UPS etc., (2) If you are familiar with Adobe Acrobat, print all parts of the assignment to PDF files using that, then combine these in the required sequence into a single PDF file. See my video on this.
- Grades on Assignments: Post-grading, your assignment with comments will be available under Blackboard-My Grades.
- Backup of Assignments: Please maintain an electronic copy of all assignments "as submitted", showing the actual date and time of completion. If and when necessary, I may ask for it.
- 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.
- My Grades: I expect you to keep track of your grades (via the Blackboard MyGrades) and alert me in a timely manner about inconsistencies, if any. Do not wait until, e.g., the last week of the semester to ask 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>
Aug 28		Introduction to MM
	01	(self-taught) Correct handling of percentages
	01	(self-taught) Weighted Average
	02	(self-taught) Balance Sheet and Income Statement
Sep 04	03	Channel Markups
Sep 11	03	Channel Markups
Sep 18	04	Contribution Analysis and Breakeven Point
Sep 25	04	Contribution Analysis and Breakeven Point
Oct 02	04	Contribution Analysis and Breakeven Point
Oct 09	05	Designing an Excel worksheet from scratch
	06	Designing a PowerPoint presentation from scratch
Oct 16	11	Assessing Market Opportunity: Net Present Value
Oct 23	11	Assessing Market Opportunity: Net Present Value
Oct 30	09	Applied Analysis: Marketing Mix, Price
Nov 06	10	Applied Analysis: Marketing Mix, Place
Nov 13	08	Applied Analysis: Marketing Mix, Promotion
Nov 20	08	Applied Analysis: Marketing Mix, Promotion
Nov 27	07	Applied Analysis: Marketing Mix, Product
Dec 04		Catch-up and Review
Dec 9-16 week		Final Exam on the University date/time for your class, await details

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

Other important Drop Dates:

Student without instructor permission: Sep 11

Student with permission and automatic W grade: Oct 06

Student with permission (W or WF, grade-to-date): Nov 06

Student may withdraw (drop all classes): Nov 22

Get certified as a Microsoft Office Specialist (MOS) in Excel 2016: 100-point Challenge

- Get certified as a MOS in Excel 2016 by the end of Fall 2017!
- Good performance in MKTG 3700 + MOS certificate in Excel 2016 = Great resume!
- First, begin with: <https://it.unt.edu/Lynda> and login using your UNT EUID and pw. Search for 77-727 which is the Lynda course ID for a 7-part preparation training lesson for MOS Excel 2016 certificate. Please also download the xlsx Exercise Files using the link at the bottom and then methodically go through all 7 parts. Please note that parts 1-6 each concludes with a challenge that asks you to practice what you just learned using the relevant exercise xlsx file followed by a video of the solution. The challenge for part 7 is a comprehensive 40-minute task that mimics the MOS Excel 2016 exam. Please complete Lynda by 9/24 and post "I am done" to the Discussion Board-Lynda, which will deactivate on that date. No extensions!
- Next, onto the GMetrix training software.
 - Search for and register with GMetrix in the COB lab. Write down your credentials.
 - Watch my short intro to GMetrix video
 - Successfully complete the six Excel 2016 GMetrix tutorials only in the testing mode.
 - Your deadline for this is 10/29
 - Once you are done, go to the GMetrix website, login, take a photo evidence of your completion and upload that to Blackboard under Graded Assignments.
 - If you complete all six tutorials by the above deadline, I shall schedule your 50-minute Certiport, online, proctored, MS Excel 2016 certification exam in Sage Hall in November/December.
- Points will be scaled and awarded based on task completion as indicated below:
 - Completed Lynda: 15 points
 - Completed the first three GMetrics tutorials in testing mode: 30 points
 - Completed the second three GMetrics tutorials in testing mode: 30 points
 - Took the Certiport MOS Excel 2016 Certification: 10 points
 - Passed the Certiport MOS Excel 2016 Certification: 15 points
- I estimate 4-5 hours for Lynda and between 20 to 30 hours for GMetrix.
- If you already are MOS Excel 2016 certified, bring proof to me for assignment of a different task and complete that in full for the same 100 points!
- If you are currently completing MOS Excel 2016 in another class, you cannot double count. Please see me for assignment of a different task and complete that in full for the same 100 points!

Online Quizzes

- Open book but own effort. May refer to Blackboard materials, but NOT consult other students.
- Taking the quiz using your own computer to access the campus WiFi network from home or work or on campus hot spots, are appropriate. Please avoid COB or other UNT labs because that would inconvenience other students.
- Use a desktop or laptop. Do not use tablets or smart phones.
- Use either Chrome or Firefox browser. Avoid the Microsoft browsers.
- Three mandatory quizzes have been scheduled during the semester.
- You may take each quiz twice. Better of the two scores from each quiz 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 @ 2 points each, for a maximum of 50 points per quiz. The questions are randomly selected from a large pool, resulting in a customized quiz for each student.
- Missed quizzes will be scored as zeros.

Four-Day Availability Window for Online Quizzes

Quiz#	Topic	Opens Friday	Closes Monday
01	Modules 01 and 02	September 29	October 02
02	Modules 03 and 04	October 27	October 30
03	Modules 07 through 11	December 01	December 04
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 29 and ends at 11:59 pm on Monday October 02.			
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!			
Your score and complete feedback will post to My Grades as soon as you submit a quiz.			

How to register and sign up with the UNT REEF polling system (20 bonus points for the semester)

This semester, we shall use the REEF polling system to stimulate and facilitate in-class participation and the award of up to a maximum of 20 bonus points that will add onto your end-of-semester course total $\approx 1,000$. This 2% boost to your cumulative semester might well mean the difference between a higher versus lower grade in this class, even passing it or not.

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 cellphone, please do NOT rely on your data plan, because the signal would be weak inside the classroom. I STRONGLY recommend connecting to REEF only through Eagenet or other UNT-based WiFi that you are authorized to use. 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 pounce on those REEF questions!

If you have not done this in another class, registering with REEF takes just 6 very simple steps. These are roughly and equivalently illustrated in a UNT-provided video on Blackboard under Start Here-REEF.

1. If you already have a REEF account, skip to step 6.
2. If you are using a smart device, download and enable the free IOS or Android REEF polling app.
3. If you are using a laptop, go to <https://www.iclicker.com>, the new name for the REEF website.
4. Under steps 2 or 3 above, create a new account with your Blackboard login EUID as User Name.
5. **IMPORTANT:** Please be sure to securely write down or memorize your REEF credentials.
6. Next, go to Blackboard-Start Here-REEF Polling and click on either REEF 001 (TR) or REEF 002 (MWF).
7. Login to REEF using your REEF credentials. This step links your REEF with your Blackboard.

In class, whenever I invoke REEF, click the JOIN button that appears next to the course under REEF. Upon conclusion of each week, typically every Friday evening, I shall sync REEF with Blackboard. This will revise and update your cumulative REEF earned %, calculated as cumulative earned points/maximum points. Your REEF score will be constrained to a maximum of 100 points and then rescaled to a maximum of 20 bonus points at the end of the semester. Each class "session" constitutes a separate REEF "poll". I hope to ask at least 6 REEF questions every week. Sometimes this could be even more than that.

Attempting at least all but one of the questions asked during a session earns you TWO participation points for that session's poll. Correctly answering earns you an additional point per question. Here are three examples:

- I ask three questions, you attempted all and got them all right. You earn $2+3=5$ points.
- I ask three questions, you attempted 2 questions and got them both right. You earn $2+2=4$ points.
- I ask three questions, you attempted 1 question and got it wrong. You earn $0+0=0$ points.

Therefore, assuming 3 questions, you could earn a maximum of 5 points per REEF class session/poll. We are meeting 15 weeks this semester. I shall also award some REEF bonus points to enable a student with good attendance to score the 100 REEF points and easily earn the 20 bonus points for the semester. 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 post any REEF question you might have to the Discussion Board. Good Luck, REEFing this semester!



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.