

MKTG 3700 MARKETING METRICS 2018 SPRING

Instructor: Dr. Gopala “GG” Ganesh

Office: BLB 329N, **Hours:** TR 1 to 2 pm, W 5:45 to 6:20 pm

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

Sec 001: meets TR 11:00 to 12:20 in BLB 155

Sec 002: meets W 6:30-9:20 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 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 Blackboard to record your presence in this class. Since the survey is used to complete UNT audit rolls, those not completing it by 1/26/2018 are reported “not attending”.

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 19 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 post your MBTN questions to the Discussion Board forum.
3. The UNT Blackboard Learn website for this class is a mandatory and critical resource.
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 editing Personal Information. Please ensure receipt of all course-related emails.

Course Objectives:

1. Understand the relationship between marketing decisions and their financial consequences.
2. Learn how to calculate and use several important basic marketing metrics, which are “key” measurements that are very helpful in quantifying and evaluating marketing performance.
3. Learn to work with and design simple Excel worksheets for marketing decision making.
4. Learn To pay meticulous attention to detail in all the assignments. Perfect work = perfect grade.

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 results from this total.

<u>Due week of^a</u>	<u>Component</u>	<u>Max Points</u>
Feb 19	Challenge Case #1: Create and solve your own xlsx (based on Module 05)	50
March 5	Management-by-the-Numbers (MBTN) exercise: Set I	100
March 5	Challenge Case #2: Create a pptx (based on Module 06)	75
March 26	Challenge Case #3: Create and solve your own xlsx (based on Module 05)	125
Read on!	Three Online Quizzes (Q1=50, Q2=100, Q3=100)	250
April 23	Management-by-the-Numbers (MBTN) exercise: Set II	100
May 7 thru 11	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 % 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"			

In addition,

1. to receive the grade of A/B/C, the student must also score at least 70%/60%/50% on the Final Exam.
2. A semester total of < 500 points will result in the “F” grade.

^a Due week is tentative. Exact due date will be specified in the handout for each assignment.

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 in/outside 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 via REEF. I might drop students with very poor attendance. Not showing up will result in the loss of all course doles, 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 completed assignments in original, pre-PDF format (xlsx, pptx etc.) 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 assignment, will be 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 see me if they have questions. Waiting until, e.g., the last week of the semester to ask about the CC1 assignment, would be too late to do anything. I shall not review ANY graded assignment AFTER the final examination is over.
- Class cancellation: Barring extreme circumstances, class shall NEVER be cancelled. A substitute professor might show up. If it is a weather (ice) issue and UNT is closed, I shall activate specific Blackboard content and announce+email you on what to do.

TENTATIVE Schedule for the Semester (Subject to Revision)

<u>Week of</u>	<u>BB Module</u>	<u>Topic</u>
Jan 15		Introduction to MM
	01	(self-taught) Percentages
	01	(self-taught) Weighted Average
	02	(self-taught) Balance Sheet and Income Statement
Jan 22	03	Channel Markups
Jan 29	03	Channel Markups
Feb 05	04	Contribution Analysis and Breakeven Point
Feb 12	04	Contribution Analysis and Breakeven Point
Feb 19	04	Contribution Analysis and Breakeven Point
Feb 26	05	Designing an Excel worksheet from scratch
	06	Designing a PowerPoint presentation from scratch
Mar 05	11	Assessing Market Opportunity: Net Present Value
MAR 12		SPRING BREAK
Mar 19	11	Assessing Market Opportunity: Net Present Value
Mar 26	09	Applied Analysis: Marketing Mix, Price
Apr 02	10	Applied Analysis: Marketing Mix, Place
Apr 09	08	Applied Analysis: Marketing Mix, Promotion
Apr 16	08	Applied Analysis: Marketing Mix, Promotion
Apr 23	07	Applied Analysis: Marketing Mix, Product
Apr 30		Catch-up and Review
May 7 to 11		Final Exam on the University date/time for your class, 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: Jan 29
 Student with permission and automatic W grade: Feb 23
 Student with permission (W or WF, grade-to-date): Apr 02
 Student may withdraw (drop all classes): Apr 20

MKTG 3700: Your task for the Management-by-the-Numbers.com exercise this semester

Go to the above URL and maybe bookmark it for faster future access.

The customized MBTN website for our class consists of 19 modules as shown on the next page. Set I, consisting of the first 8 modules, is active at the start of the semester. Please note that their correspondence to the MKTG 3700 course modules is approximate, in the general topic area. It is not necessary for you to wait for completion of the 3700 module before attempting the MBTN module.

First do a quick review of the PDF tutorial for each module linked on the MBTN site and then go to work on it. Refer to the PDF when necessary as you work through the module.

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 the book, are sufficient. After you are done with MBTN, if you would like to buy the book for reference purposes, please contact me and I shall give you additional details.

Each MBTN module consists of four problem sets that go from relatively easy to more challenging. Each problem set consists of between 4 to 10 questions, mostly non-multiple-choice. MBTN starts you on the first problem set. You get two attempts to answer each question correctly. 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 you have answered all questions in a problem set (right or wrong), MBTN moves to the next set. Once all four problem sets in a module are complete, MBTN repeats, with different input numbers, those problem sets where you had answered questions incorrectly. This time it gives you the option of skipping questions you answered correctly previously in those problem sets but it does not allow you to skip those that you got wrong.

You start each Module as a "Mailroom Clerk". You move from there to "Brand Assistant" (one problem set completed or correctly answered 60% of all questions), Brand Manager" (two problem sets completed or 80% of all questions) and finally "CEO/CMO" (all four problem sets completed or 100% of all questions).

If you face difficulties with a particular module, say after completing the second case and reaching the Brand Manager level, feel free to leave that module, go to another and come back later to complete it. Therefore, please do not feel frustrated if you are stuck in a particular module.

Your MBTN score for Set I and Set II will be determined by averaging your % scores (reported on your main MBTN web page once you login) for the modules included in each part. Therefore, 100%=100 points, 90%=90 points etc.

I urge you to "Go for the Gold!" Achieve CEO/CMO (i.e. 100%) in all 19 modules! ☺

MBTN Schedule

SET	MBTN	Pdf?	Deals with these Metrics	Goes with MKTG 3700 Module
I	1	Yes	Percentages	Module 01
I	2	Yes	Growth Rates	Module 01
I	3	Yes	Introduction to Financial Statements	Module 02
I	4	Yes	Introduction to Margins	Module 03
I	5	Yes	Calculating Margins	Module 03
I	6	Yes	Breakeven Analysis	Module 04
I	7	Yes	Profit Dynamics	Module 04
I	8	Yes	Market Share I	Module 04
SPRING BREAK				
II	9	Yes	Market Share II	Module 04
II	10	Yes	Product Cannibalization	Module 07
II	11	Yes	Advertising	Module 08
II	12	Yes	Web	Module 08
II	13	Yes	Pricing I: Linear Demand	Module 09
II	14	Yes	Distribution	Module 10
II	15	Yes	Net Present Value I	Module 11
II	16	Yes	Customer Lifetime Value I	Module 11
1% SEMESTER CURVE EXTRA CREDIT OPPORTUNITY				
III	17	Yes	Pricing II: Constant Elasticity	Module 09
III	18	Yes	Customer Lifetime Value II	Module 11
III	19	Yes	New Product Forecasting	Module 12

Several different deadlines apply to this assignment:

SET I: This set must be completed by week of 3/5, that is, 11:59 pm on 3/9/2018. Your average % on these 8 modules will translate into your MBTN-Part 1 grade/100, e.g., 100%=100, 90%=90, 80%=80, 70%=70, etc.

SET II: This set must be completed by week of 4/23, that is, 11:59 pm on 4/27/2018. Your average % on these 8 modules will translate into your MBTN-Part 2 grade/100, e.g., 100%=100, 90%=90, 80%=80, 70%=70, etc.

SET III: This set is for 10 semester bonus points (1% semester curve) and must be completed by week of 4/30, that is, 11:59 pm on 5/4/2018. Must complete all three modules in this set averaging 100% for the extra credit.

Of course, you are more than welcome to complete all three sets way ahead of deadline!

There is nothing to upload to Blackboard for this assignment. MBTN automatically keeps track of student progress in the post-login page of each student and the professor.

Online Quizzes on Blackboard

- Three mandatory Blackboard quizzes have been scheduled during the semester.
- Open book but own effort. May refer to Blackboard materials, but NOT consult other students.
- 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.
- Use a desktop or laptop. Do not use tablets or smart phones.
- Use either Chrome or Firefox browser. Avoid the Microsoft browsers.
- You may take each quiz twice. Better of the two scores will count.
- There is a 75-minute 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 has 25 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 are randomly selected 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#	Topic	Opens Friday	Closes Monday
01	Modules 01 and 02	February 23	February 26
02	Modules 03 and 04	March 23	March 26
03	Modules 07 through 11	April 27	April 30
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 February 23 and ends at 11:59 pm on Monday February 26.			
Please identify a convenient single block of 75 minutes 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 4.2.0 polling system (earn a 1 to 2% semester grade curve)

This semester, we shall use the REEF 4.2.0 polling system to stimulate and facilitate in-class participation and the award of an “all or nothing” 2% boost to your earned semester %. This 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 IS weak inside the classroom. I STRONGLY recommend connecting to REEF only through Eaglenet or other UNT-based WiFi network 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 tackle those REEF questions!

If you have not done this in another class, the REEF registration process takes just 7 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, login, update to version 4.2.0, then 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 either step 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 (W).
7. Login to REEF using your REEF credentials. This step links your REEF with your Blackboard.

In class, after 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. To earn the 2% curve, your cumulative REEF% must be at least 80%. Between 50% and 79% earns a 1% curve. Below 50% will forfeit the curve.

Attempting at least all but one of the questions asked during a class session (the once a week Wednesday class counts as two sessions, before/after the mid-class break) earns you TWO participation points for that session's poll. Correctly answering each question earns you an additional point per question. Here are three 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 post any REEF question you might have to the Discussion Board. Good Luck, REEFing this semester!



UNT ACADEMIC INTEGRITY POLICY

(Source: Adapted from 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.

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