

MKTG 3700 MARKETING METRICS 2018 FALL

Instructor: Dr. Gopala “GG” Ganesh
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Phone: (940) 565-3129 (fax 565-3803)

Sec: 001 TR 12:30 pm to 01:50 pm in BLB 015
Sec: 002 MWF 01:00 pm 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, e.g., introductory videos on YouTube.

This is VERY important! Your Eglemail (youreuid@unt.edu) e-mail account:

All MKTG 3700 email from me go to your UNT email address (your euid@unt.edu is a short alias, in case you were unaware). In Canvas, you may auto-forward such emails to your preferred email address. Just click the Account link on the course menu to the left followed by Settings, then look for the Email cluster. Add your preferred email address and make that the default (the * email address) and you are done.

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 9/7/2018 will be reported as “not attending”.

Text and Other Needed Material:

1. REQUIRED: An Introduction to Marketing Metrics 2018-2019 by Gopala GG Ganesh, MMGG, 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 parts for about \$25.00. MBTN will contact you at your UNT email address above to complete the purchase and activate your login credentials. Please post your MBTN questions to the Discussion Board forum.
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 upload a zip file collection of materials and resources under Challenge Cases on Canvas. On occasion, I might distribute supplementary resources via the Discussions there for each Challenge Case.

Course Objectives:

This course aims to provide a basic, managerially relevant understanding of various marketing metrics, which are measures of past or planned performance and serve as benchmarks to guide managerial decision making in a marketing context.

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.
7. Construct charts to present the calculated 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.

| <u>Due week of^a</u> | <u>Component</u> | <u>Max Points</u> |
|--------------------------------|--|-------------------|
| Oct 1 | Management-by-the-Numbers (MBTN) exercise Set I | 100 |
| Oct 8 | Challenge Case #1: Create and solve your own xlsx (based on Module 05) | 50 |
| Oct 22 | Challenge Case #2: Create a pptx (based on Module 06) | 100 |
| Nov 12 | Challenge Case #3: Create and solve your own xlsx (based on Module 05) | 100 |
| Read on! | Three Online Quizzes (Q1=50, Q2=100, Q3=100) | 250 |
| Nov 26 | Management-by-the-Numbers (MBTN) exercise Set II | 100 |
| Dec 8 or 13 | 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 Challenge Case.

Class Policies:

- Canvas Discussions: Canvas Discussions facility is available for each Challenge Case and it supplements the class. You MUST post all your requests for Challenge Case clarifications here. Someone, including possibly a fellow student, will answer your question. This will allow the entire class to access the clarifications via these discussions and avoid the need to repeat the same clarification.
- Honesty: You may help each other on the Challenge Cases by asking and answering questions in/outside class and through the Canvas discussions. 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 requires individual effort and the use of the current semester's materials. Dishonest practices **will result in a failing semester grade for the recipient and giver of the unfair help**. See the full UNT Academic Integrity Policy at <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 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 those you may have earned. My judgment is final.
- 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 lab, Willis or local public library, Kinkos, UPS etc. (2) Use Adobe Acrobat to print all parts of the case to PDF files, then combine these parts in the required sequence into a single PDF file. See my Excel to Adobe video for 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 Case 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 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, no cancellation of class, 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 announce + email you on what to do.

Class Schedule for the Semester (subject to revision)

Note: class discussions are almost entirely based on MMGG content

| <u>Week of</u> | <u>MMGG Module</u> | <u>Topic</u> |
|----------------|--------------------|--|
| Aug 27 | | Introduction to MM |
| | 01 | (self-taught) Correct handling of percentages |
| | 01 | (self-taught) Weighted Average |
| | 02 | (self-taught) Balance Sheet and Income Statement |
| Sep 03 | 03 | Channel Markups |
| Sep 10 | 03 | Channel Markups |
| Sep 17 | 04 | Contribution Analysis and Breakeven Point |
| Sep 24 | 04 | Contribution Analysis and Breakeven Point |
| Oct 01 | 04 | Contribution Analysis and Breakeven Point |
| Oct 08 | 04 | Contribution Analysis and Breakeven Point |
| Oct 15 | 11 | Assessing Market Opportunity: Net Present Value |
| Oct 22 | 11 | Assessing Market Opportunity: Net Present Value |
| Oct 29 | 09 | Applied Analysis: Marketing Mix, Price |
| Nov 05 | 10 | Applied Analysis: Marketing Mix, Place |
| Nov 12 | 08 | Applied Analysis: Marketing Mix, Promotion |
| Nov 19 | 08 | Applied Analysis: Marketing Mix, Promotion |
| Nov 26 | 07 | Applied Analysis: Marketing Mix, Product |
| Dec 03 | | Catch-up and Review |
| On Dec 8 or 13 | | Final Exam on the University date/time for your class, await details |

Notes:

1. Modules 05 (constructing an Excel worksheet) and 06 (constructing a PowerPoint presentation) are “How to” modules. They are the basis for the three Challenge Cases (CC).
2. Access to online Module 12 on Forecasting Basics will activate at the end of the semester. However, it is not a part of this semester and not included in the MMGG book.

Other important Drop Dates:

Student without instructor permission: Sep 10
 Student with permission and automatic W grade: Oct 05
 Student with permission (W or WF, grade-to-date): Nov 05
 Student may withdraw (drop all classes): Nov 21

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

The URL to access the MBTN site is under Canvas-Start Here.

While there is some overlap between the two resources, MBTN nicely supplements MMGG 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 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 corresponding MBTN module.

How to proceed? Watch my MBTN intro video first, then do a quick review of the PDF tutorial for each module linked on the MBTN site and then 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 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.

See my MBTN intro video on Canvas. 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. You start with the first set 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 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 "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 in the module).

If you feel exhausted by 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 stay frustrated and 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 8 modules included in each Set. Therefore, 100%=100 points, 90%=90 points etc.

Of course, "Go for the Gold!" Achieve CEO/CMO (i.e. 100%) in all 19 modules! 😊

MBTN Schedule

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

Several different deadlines apply to MBTN:

SET I: This set must be completed by week of 10/1, that is, 11:59 pm on 10/5/2018. Your average % on these 8 modules = your MBTN Set I grade/100, e.g., 100%=100, 90%=90, 80%=80, 70%=70, etc.

SET II: This set must be completed by week of 11/26, that is, 11:59 pm on 11/30/2018. Your average % on these 8 modules = your MBTN-Set II 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 is due at 11:59 pm **on** 12/4/2018. Must score 100% in **each** of the three modules in this set to earn the extra credit.

Each set will deactivate at deadline. Of course, you are welcome to complete all three sets ahead of time.

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.
- All three quizzes are based on MMGG book material and class discussions.
- Open book but own effort. 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 COB or other UNT labs 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 higher score will be retained.
- 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 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 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 | Modules 01 and 02 | September 28 | October 01 |
| 02 | Modules 03 and 04 | October 26 | October 29 |
| 03 | Modules 07 through 11 | November 30 | December 03 |
| | | | |
| 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 28 and ends at 11:59 pm on Monday October 01. | | | |
| Please identify a convenient single block of 2 hours during the availability window of each 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 1 to 2% semester grade curve)

We shall use the current version of REEF polling system (v 4.6.0 when I prepared this syllabus, might be updated by start of semester) to stimulate and facilitate in-class participation and the award of up to a 2% 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!

If you have not done this in another class, the REEF registration process takes just 8 very simple steps. These are also equivalently illustrated in a UNT-provided graphical guide on Canvas under Start Here-REEF.

1. If you already have a REEF account, login, update to the current version, then skip to step 6.
2. On a smart device, download and enable the free IOS or Android REEF polling app.
3. On a laptop, go to <https://www.iclicker.com>, to download the app.
4. Under either step 2 or 3 above, create a new account with your UNT login EUID as your REEF User ID.
5. **IMPORTANT:** Please be sure to securely write down or memorize your REEF credentials.
6. Go to Canvas-3700-Start Here-REEF Polling and click on either REEF 001 (TR) or REEF 002 (W).
7. Login to REEF using your REEF credentials. This one-time step links your REEF with your Canvas.
8. You are done!

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 2% curve, your end-of-semester cumulative REEF% must be $\geq 80\%$. If it is 50% to 79%, you earn a 1% curve and $<50\%$ = no REEF curve.

Attempting all but one of the questions asked during a class session earns you TWO participation points for that session's poll. 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!