

## MKTG 3700 MARKETING METRICS 2015 Fall

**Instructor:** Dr. Gopala “GG” Ganesh  
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**Sec:** 002 MW 02:00-3:20 PM in BLB 055  
**Office Hours:** MW 12-1:30; Any other time, if in!  
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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 hand-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 September 14, 2015. 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](mailto:yourname@my.unt.edu)) e-mail account:**

Besides announcements, I might also 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.

**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 1000 points. Your semester percentage will be based on this total.

<u>Due On</u>	<u>Component</u>	<u>Max Points</u>
Oct 12	Excel Homework #1 (based on Modules 03 and 04)	100
Oct 26	Challenge Case #1: Create and solve your own xlsx (Module 05)	150
Nov 09	Challenge Case #2: Create the pptx for your CC1.xlsx (Module 06)	50
Nov 30	Excel Homework Assignment #2 (Modules 07 through 11)	100
read on!	Online Quizzes, best 2 of 3 @ 100 each	200
Dec 07	Online, on campus Final Exam (mostly Modules 03, 04, 07 through 11)	400
Semester Total		1,000

**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:**

- Honesty:** You may help each other 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!
- 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.
- Submitting Assignments:** All assignments shall be uploaded as a SINGLE pdf file to Blackboard before midnight on the Monday deadline. This maybe accomplished either using the Adobe Acrobat software in the CoB labs OR by scanning your printed work. Detailed specifications of this PDF file will be provided in the handout for each assignment. The assignments **SHALL NOT** be accepted in any other way.
- Picking up Assignments:** Grades will be accessible via Blackboard MyGrades. Afterward, your assignment 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>
Aug 24		Introduction to MM
	01	(self-taught) Correct handling of percentages
	01	(self-taught) Weighted Average
	02	(self-taught) Balance Sheet and Income Statement
Aug 31	03	Channel Markups
Sep 07	03	Channel Markups
Sep 14	04	Contribution Analysis and Breakeven Point
Sep 21	04	Contribution Analysis and Breakeven Point
Sep 28	04	Contribution Analysis and Breakeven Point
Oct 05	05	Designing an Excel worksheet from scratch
	06	Designing a PowerPoint presentation from scratch
Oct 12	11	Assessing Market Opportunity: Net Present Value
Oct 19	11	Assessing Market Opportunity: Net Present Value
Oct 26	09	Applied Analysis: Marketing Mix, Price
Nov 02	10	Applied Analysis: Marketing Mix, Place
Nov 09	08	Applied Analysis: Marketing Mix, Promotion
Nov 16	08	Applied Analysis: Marketing Mix, Promotion
Nov 23	07	Applied Analysis: Marketing Mix, Product
Nov 30		Catch-up and Review
<b><u>ON</u></b> Dec 07		Online Final Examination in Sage Hall; Details Later!

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

Important Drop Dates:

Student did NOT complete the "I am here" survey: Sep 14

Student without instructor permission: Sep 07

Student with permission and automatic W: Oct 02

Student with permission (W or WF, grade-to-date): Nov 02

# Online Quizzes

- Open book but own effort. You may refer to class as well as 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. Q03 is labeled “makeup” because it serves that purpose for those students who might have missed Q01 and/or Q02. For others, Q03 is an opportunity to improve the quiz part of their semester grade. Since the final exam is mostly over the Q02 and Q03 materials, it is NOT a good idea to skip either!
- 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.
- Up to one zero quiz score will be dropped. If you have more than one zero score, the extra zeros will count towards your semester total.
- Your best scores from two different quizzes will count in your semester total.

## Nine Day Availability Window for Online Quizzes

Quiz#	Topic	Opens Saturday	Closes Sunday
01	Modules 01 and 02	Sep 26	Oct 04
02	Modules 03 and 04	Oct 24	Nov 01
03: Makeup	Modules 07, 08, 09, 10 and 11	Nov 28	Dec 06
All quizzes remain open for 9 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 Sep 26 and ends at 11:59 pm on Oct 04.			
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.			



## 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.