

MKTG 3700 MARKETING METRICS 2017 Spring

Instructor: Dr. Gopala “GG” Ganesh

Office: BLB 329N, **Hours:** TR 1-3 pm, W 5:30 pm – 6:20 pm

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

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

Sec: 002 W 6:30 pm to 9:20 pm in BLB 015

E-mail: ganesh@unt.edu, for personal matters

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. An Introduction to Marketing Metrics 2016-2017 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 multi-part basic tutorials are available for each software on YouTube. Use one of 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. PC Excel and PC PowerPoint are the default options for this class. 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 10, 2017. 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.

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

Besides announcements (which duplicate as email), I might also directly email you on occasion. These will go to your Eglemail 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 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 will be based on this total.

<u>Due week of</u>	<u>Component</u>	<u>Max Points</u>
Feb 27	Excel Homework #1 (Modules 03 and 04)	100
Mar 27	Challenge Case #1: Create and solve your own xlsx (Module 05)	150
Apr 10	Challenge Case #2: Create the pptx for your CC1.xlsx (Module 06)	50
Apr 24	Excel Homework Assignment #2 (Modules 07 through 11)	100
read on!	Three Online Quizzes @ 100 each	300
December 12	Online, on campus Final Exam, details later	300
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 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 assignments here. Someone, possibly even a fellow student, will answer your question. This will allow the entire class to access the clarifications via the Discussion Board, which is organized 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.
- Assignments: Typically, your submission will consist of a mandatory hard copy submission in class. However, please read each assignment's handout very carefully and comply with the specific requirements.
- Picking up Assignments: Post grading, your assignment, if not collected when distributed in class, may be picked up from my office in BLB 329N, 3rd floor, northwest corner overlooking the Willis library), during my office hours.
- 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 shall ask for both a hard copy and a disk copy.
- Missed Quizzes etc. 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. Likewise, if you fail to avail of bonus point opportunities and fall short of a better semester letter grade, no matter how close, you have to settle for what you earned.
- 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. For example, do not wait until the dead week to ask about your Excel HW1 grade.

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 16		Introduction to MM
	01	(self-taught) Correct handling of percentages
	01	(self-taught) Weighted Average
	02	(self-taught) Balance Sheet and Income Statement
Jan 23	03	Channel Markups
Jan 30	03	Channel Markups
Feb 06	04	Contribution Analysis and Breakeven Point
Feb 13	04	Contribution Analysis and Breakeven Point
Feb 20	04	Contribution Analysis and Breakeven Point
Feb 27	05	Designing an Excel worksheet from scratch
	06	Designing a PowerPoint presentation from scratch
Mar 06	11	Assessing Market Opportunity: Net Present Value
Mar 13		SPRING BREAK!
Mar 20	11	Assessing Market Opportunity: Net Present Value
Mar 27	09	Applied Analysis: Marketing Mix, Price
Apr 03	10	Applied Analysis: Marketing Mix, Place
Apr 10	08	Applied Analysis: Marketing Mix, Promotion
Apr 17	08	Applied Analysis: Marketing Mix, Promotion
Apr 24	07	Applied Analysis: Marketing Mix, Product
May 01		Catch-up and Review
week of May 08		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:

without instructor permission: Jan 30
with permission and automatic W: Feb 24

with permission (W or WF, grade-to-date): Apr 04
may withdraw (drop all classes): Apr 21

Online Quizzes

- Open book but own effort. You are on the honor system and may refer to all class and Blackboard materials, but may NOT consult 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.
- 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 @ 4 point each, for a maximum of 100 points per quiz. The questions are randomly drawn from a large pool, resulting in a customized quiz for each student.
- Missed quizzes will be scored as zeros.
- The better of the two scores from each of the three quizzes will be added to determine your quiz total out of 300 for the semester.

Eleven Day Availability Window for Online Quizzes

Quiz#	Topic	Opens Friday	Closes Monday
01	Modules 01 and 02	Feb 17	Feb 27
02	Modules 03 and 04	Mar 24	Apr 03
03	Modules 07, 08, 09, 10 and 11	Apr 21	May 01
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 Feb 17 and ends at 11:59 pm on Monday Feb 27.			
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 as soon as you submit a quiz.			

How to register and sign up with the UNT REEF polling system

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 of 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 Eaglenet 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 also roughly equivalently illustrated in a UNT-provided video on Blackboard under Start Here-REEF.

1. If you are using a smart device, download and enable the free IOS or Android REEF polling app.
2. If you are using a laptop, go to <https://app.reef-education.com> and create a new account.
3. Once you have successfully completed 1 or 2, under find institution, search for, locate and select UNT.
4. Next, under courses, search for GANESH, then choose SP 17 MKTG 3700.001 for TR (or 002 for W).
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). Login to REEF using your just-chosen 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, 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 which will be re-scaled 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 3 REEF questions in each TR class or each half of the W class. Sometimes this could be a bonanza of even 5 or 6 questions.

Attempting at least all but one of the questions asked 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. With 5 questions, this could go up to a maximum of 7 points and so on. We are meeting 15 weeks this semester, say about 25 sessions. Since $25*5 = 125$ points and $25*7 = 175$ points, there is some built-in flexibility. A student could miss or have REEF access issues during some class sessions (and/or I could goof up a few times), still 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 and I happened to ask 5-6 questions in that class, well... ☹

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!

A challenge!

- Get certified as a MS Office Excel 2016 Specialist by the end of Spring 2017!
- No extra credit awarded.
- On your own initiative!
- Good performance in MKTG 3700 + MS Excel Certification = Great resume!
- Two step process:
 - Sign up with GMetrix and successfully complete the Excel 2016 tutorials
 - Signup, schedule, take and pass the 50-minute proctored, Certiport online test.
- GG estimates between 20 to 40 hours on GMetrix, then the 50-minute certification.
- Pass GMetrix by Spring Break, get certified by May 2017!
- Hope to see at least some of you accomplish this!
- See the detailed presentation on Blackboard for details.
- Afterward, if SERIOUSLY interested, contact GG for additional information.



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.