

MKTG 3700.001 Marketing Metrics Fall 2026

Instructor: Thuy Nguyen, Ph.D.

Class (001 in Denton): MW 11:10 am – 12:30 pm in BLB 250

Office Hours (Denton): MW 2:00 pm – 4:00 pm in BLB 304J

Phone: (940) 397-6207 **E-mail:** Use the Canvas Inbox

Zoom: <https://unt.zoom.us/j/thuydnguyen20> by appointment

UNT Catalog Description: MKTG 3700. Marketing Metrics. 3 hours. Students are taught to calculate, understand, and interpret fundamental performance metrics and indicators in marketing contexts. The pedagogical method uses hand calculations and computer worksheets to analyze mini-cases, problems, and exercises. Prerequisite(s): Junior standing + MKTG 3650 or MKTG 3651 (concurrent OK, but completion is recommended).

If you do not meet the prerequisites, you will be dropped when the class roll is audited.

Please access the Canvas materials for this HYBRID class through a desktop or a laptop computer. Devices such as an iPad, a tablet computer, or a cell phone are NOT acceptable for accessing these.

Excel 2021 through 2019, full version for PC or MAC, is a crucial resource. Incomplete, freebie versions are not acceptable. Also, if you are unfamiliar with Excel basics, use free resources, e.g., YouTube videos. Other worksheet programs are unacceptable.

Critical Resources:

1. REQUIRED and FREE: An Introduction to Marketing Metrics (2026) or MMGG, authored by Gopala Ganesh. All MMGG text material, cases, and their video solutions will be made available as free resources through Canvas.
2. REQUIRED and PURCHASED: Access to [MBTN.Academy](https://mbtn.academy) to work on 20 marketing metrics drill modules. MBTN will contact you on 8/17 at your UNT email address with the login credentials. About \$25.00 for semester-long access.
3. REQUIRED and FREE: access to the website <https://ilovePDF.com> or equivalent. No need to register or sign up.

Course Objectives:

This “marketing math” class seeks to enhance, in a managerially relevant way, your understanding of various marketing metrics that facilitate decision-making in marketing contexts. Hands-on calculations that use the simple operations of +, -, *, /, %, ^, and index numbers will be an integral part of this class. Specifically, at the end of the course, students will be able to:

- Describe the metrics for decision-making in different marketing management areas
- Recognize the data requirements for each marketing metric
- Compute each marketing metric correctly
- Interpret each metric in marketing management contexts
- Explain how the metric, as interpreted, would impact marketing management decisions
- Construct worksheets to calculate various marketing metrics

Assessment Components:

Assignment	Course Objectives	Points
Challenge Case 1: Create and solve an xlsx	2, 3, 6	50
Challenge Case 2: Create and solve an xlsx	2, 3, 6	75
Challenge Case 3: Create and solve an xlsx	2, 3, 6	100
MBTN Groups I through IV, 5 modules each	1, 2, 3	200
Three MMGG Chapter Quizzes (50+100+75)	1, 2, 3, 4, 5	225
Final Examination	1, 2, 3, 4, 5	350
Course Total		1,000

Note: All assignments, except MBTN, are based on the MMGG book content.

Bonus Points Opportunities:

Please note the following bonus point opportunities (together, 30 points or a 3.0% semester grade boost)

- 5 for completing the Pre-Course Assessment Quiz found under Canvas/Modules/Quizzes, by 8/28/2026
- 5 for correctly producing + uploading the two deliverable files for Challenge Case 1
- 20 points for earning 10 REP credits through SONA research projects. See Canvas > Modules > SONA REP for details.

End-of-semester Letter Grades:

Your course grade will be assigned based on earned cumulative % using the cutoffs below. The grade interpretations are per RCoB. If you are not an RCoB student, please check with your major department.

90%+ = A – “Excellent”
80-89% = B – “Good”
70-79% = C – “Passing”
50-69% = D – “Failing”
< 50% = F – “Failing”

TENTATIVE Schedule for the Semester:

Week	Starts	MMGG Chapter	Topic
1.	August 17	1 2	Percentages, Weighted Average, Balance Sheet and Income Statement
2.	August 24	3	Channel Markups
3.	August 31	3	Channel Markups
4.	September 7	4	Contribution and Breakeven Analysis
5.	September 14	4	Contribution and Breakeven Analysis
6.	September 21	9	Net Present Value and Customer Lifetime Value
7.	September 28	9	Net Present Value and Customer Lifetime Value
8.	October 5	7	Marketing Mix: Price
9.	October 12	8	Marketing Mix: Place
10.	October 19	6	Marketing Mix: Promotion
11.	October 26	6	Marketing Mix: Promotion
12.	November 2	5	Marketing Mix: Product
13.	November 9	5	Marketing Mix: Product
14.	November 16	Work on completing MBTN; Other catch-up work	
	November 23	THANKSGIVING BREAK! NO CLASSES!	
15.	November 30	Review for Final Exam	
16.	On December 7	Final Exam per University Schedule	

The [registrar's website](#) has information on drop dates.

Class cancellation: If the class is canceled for whatever reason, a substitute Canvas-based activity will be communicated.

(Class Policy) VERY important! The Canvas Inbox:

Please send all course-related messages through the Canvas Inbox. You may auto-forward these to your preferred email address. Please click the Account link in the course menu on the left, then Settings, and finally look for the email cluster. Add a * to your preferred email address to set it as the default.

(CP) Honesty Policy:

While student-to-student consultation is encouraged on the Challenge Cases, you may not simply pass on your completed work to and/or copy the effort of another student and/or post your complete/partial solutions to Canvas. 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 the person who provided** unfair help. Please see UNT's [Academic Integrity Policy](#).

(CP) Diligence Policy:

The 30 bonus points opportunity stated earlier helps students “cross the finish line” to a better grade. A lack of awareness about them is NOT acceptable. If a student is within 0.5% of a better grade at the end of the semester, they will be rounded up ONLY if they earned at least 15 of the 30 bonus points, which is interpreted as “the student tried very hard.” Also, Students who (1) do not complete each required quiz/examination, and/or (2) fail to submit any Challenge Case, and/or (3) fail to score at least 50% (= 25 points) in each of the four MBTN Groups and/or (4) resort to unfair practices in any of these will forfeit and reset ALL their bonus points (built-in or add-on), including those already earned, to zero at the end of the Semester. Further, such non-diligent students will be assigned semester grades strictly, e.g., 899.99 = B, 799.99 = C, etc., with no rounding up, no matter how close they are!

(CP) Netiquette Guidelines:

[Netiquette, or online etiquette](#), helps guide us in expected classroom behaviors online. Please remember to remain respectful of your instructor and classmates.

(CP) Disability Support:

RCoB complies with the Americans with Disabilities Act, and I am personally committed to it. If you need assistance, please request the [Office of Disability Access](#) by phone at 940.565.4323 or by email at Apply.ODA@unt.edu to let me know what you need. For additional information, see "Policies" under Start Here on Canvas.

This course uses [MBTN.Academy](#) website and associated software. If you experience accessibility issues when using your assistive technologies within that site, please contact the instructor to explore alternative assignment completion options.

(CP) Submitting the Three Challenge Cases:

The correct procedure will be explained in detail as part of Challenge Case 1.

(CP) Late Policy:

Each late day is subjected to a 10% penalty based on the assignment's maximum points.

(CP) Incomplete submission policy:

Not uploading the PDF and the completed xlsx files, as required for each Challenge Case, will result in a penalty grade (as explained in the grading rubric in its handout) or a zero, depending on whether the incomplete submission is still gradable.

(CP) Important Notice for F-1 Students Taking Distance Education Courses:

Please see Canvas > Modules > Start Here > UNT Policies for online class enrollment guidelines.

The [MBTN.Academy](#) Assignment this Semester:

The URL to access the MBTN site and all other MBTN-related resources has been placed under Canvas/Modules/MBTN.

While there is some overlap between the two resources, MBTN nicely supplements the MMGG book by covering metrics and topics we shall not cover in class, simply because we do not have time to cover everything I want.

The MBTN website for our class consists of the 20 modules shown on the next page, organized into four Groups of five modules each. It is unnecessary to wait for the MMGG chapter in class to be completed before attempting the corresponding MBTN module. The MMGG book chapters and the MBTN modules correspond approximately in the general topic area.

How to proceed? Do the initial login, make the payment, and gain access to the MBTN.Academy website for the semester. After that, watch the MBTN intro video based on Percentages, the second module in Group I, and the MBTN website. Finally, get going with Algebra 1, the first Group I module. Keep the module PDF open in another window and refer to it as needed.

The book Marketing Metrics 4e, by Professors Bendle, Farris, Pfeifer, and Reibstein, goes with the MBTN site. However, this book is optional. The modules' PDF tutorials are sufficient. After you complete MBTN, please contact me at the end of the semester if you want to buy the book for future reference, and I will give you additional details.

Completing an MBTN Group means completing each of its five modules with a score of 100, for an average of 100 across the Group, rescaled to a maximum of 50. Each MBTN module consists of four Problem Sets, ranging from relatively easy to more challenging. Each PS consists of 4-10 questions, primarily non-multiple-choice. Completing an MBTN module means correctly answering all the questions and scoring 100%. You may "try again" each question as many times as you like to get it right. However, after the second incorrect attempt for a question, you will see the "Show Me" button. If you click that, MBTN will show you how to solve the question correctly, skip it, and take you to the next question. This Show Me button will stay put after the second attempt. Once you have attempted all the questions in a PS, if you missed any, you can immediately repeat that PS or return to that PS later (with new numbers in either case). You may refer to the module's PDF for clarification during your attempts. There is no limit on the number of attempts or the time required to complete a module (other than the module's group deadline).

You start each module as a "Mailroom Clerk." You move from there to "Brand Assistant" (one PS completed or correctly answered 60% of all questions in that module), Brand Manager" (two PS's completed or 80% of all questions), and finally, "CEO/CMO" (all four PS's completed or 100% of all questions).

If you are exhausted by a particular module, say, after reaching the Brand Manager level, you may go to another one, and come back later to complete it. MBTN will take you to the location where you left. Therefore, please do not stay stuck and frustrated.

Of course, "Go for the Gold!" Achieve CEO/CMO (i.e., 100%) in all 20 modules! That will be great!

MBTN Schedule:

Group I, 50 points, Due on 9/20

GROUP	MBTN Module	Pdf?	Deals with these Metrics	MMGG Chapter
I	1	Yes	Algebra 1 Review	None
I	2	Yes	Percentages	1
I	3	Yes	Growth Rates	1
I	4	Yes	Weighted Averages	1
I	5	Yes	Introduction to Financial Statements	2

Group II, 50 points, Due on 10/11

GROUP	MBTN Module	Pdf?	Deals with these Metrics	MMGG Chapter
II	6	Yes	Introduction to Margins	3
II	7	Yes	Calculating Margins	3
II	8	Yes	Breakeven Analysis	4
II	9	Yes	Profit Dynamics	4
II	10	Yes	Market Share I	4

Group III, 50 points, Due 11/1

GROUP	MBTN Module	Pdf?	Deals with these Metrics	MMGG Chapter
III	11	Yes	Market Share II	4
III	12	Yes	Product and Cannibalization	5
III	13	Yes	Advertising	6
III	14	Yes	Web	6
III	15	Yes	Pricing I: Linear Demand	7

Group IV, 50 points, Due 11/22

GROUP	MBTN Module	Pdf?	Deals with these Metrics	MMGG Chapter
IV	16	Yes	Distribution	8
IV	17	Yes	Net Present Value I	9
IV	18	Yes	Recency, Frequency, Monetary RFM Analysis	None
IV	19	Yes	Cost of Acquiring Customers	9
IV	20	Yes	Customer Lifetime Value I	9

There is nothing to upload to Canvas for the four Groups. MBTN automatically tracks your progress. Please look at the dashboard on your MBTN site to see each module's current status.

You must complete each group by the due date above, which means scoring 100/100 in each of its five modules. If you do this, you will have a total of 500 for the group and an average of 100. The average is then rescaled (divided by 2) to give you a 50/50 score for the group. Otherwise, your score for each group will correspond to your earned rescaled average, i.e., 45, 40, 35, 25, etc.

MMGG Chapter Quizzes:

- Three mandatory Canvas quizzes are scheduled during the semester. These are exclusively based on the relevant MMGG e-book chapters and Canvas video material. There is no MBTN content in the quizzes.
- Open book: may refer to the MMGG book + Canvas materials + your notes during the quizzes and the final exam.
- Completing the quizzes using your computer from home, work, or campus Wi-Fi hotspots is appropriate. Please do not take quizzes in the RCoB or other UNT labs, as this 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; the higher score will be recorded as your score. If you did not take a quiz twice, the score from your single attempt would be recorded. A post-attempt, detailed Question-by-Question feedback review is available and strongly recommended.
- Each quiz consists of 25 multiple-choice questions. Quiz 1 is worth 50 points or 2 points per question. Quiz 2 is worth 100 points or 4 points per question, and Quiz 3 is worth 75 points or 3 points per question. The questions are drawn randomly from a large pool, creating a customized quiz for each student.
- There is a 75-minute time limit per quiz attempt from the start. You must complete the attempt within that time window, as the quizzes auto-submit. The clock will be ticking while you take any breaks.
- The questions show one at a time. Going back to skipped questions and changing previous answers are both allowed, creating a less-stressful quiz environment.
- Missed quiz scores are recorded as zeros.

Availability Window for Review Quizzes:

Quiz#	Based on MMGG	Opens on	Due on
1.	Chapters 1 and 2	August 31	September 6
2.	Chapters 3 and 4	September 28	October 4
3.	Chapters 5 6 7 8 9	November 16	November 22

All three quizzes open at 12:01 am on the Open date and close @ 11:59 pm on the Due date.

Please ensure a convenient single time block for each quiz during its availability window. Quizzes "auto-submit" when the time expires. Hence, time management is critical! Your score and complete feedback will be posted to My Grades after you submit a quiz.

The **Online Final Exam**, which will be on December 7, will cover all nine MMGG chapters. It will consist of 70 multiple-choice questions, and you will have 210 minutes to answer them. Details later!

Learning Objectives for Each Week:

Week	Objectives for the Week	Learning Content	Assessed using
Week 1 (8/17-8/23)	1. Compute growth rates correctly. 2. Explain simple trend extrapolation. 3. Predict using growth rate % and simple trend extrapolation. 4. Recognize the difference between the year-to-year growth rate and CAGR. 5. Compute the weighted average in different managerial contexts. 6. Interpret and use weighted averages in managerial contexts.	MMGG: C1 (Objectives 1 through 3, 5,6), MBTN: M2 (Objective 1), M2 (Objective 2,3,4)	Quiz 1, MBTN Group I
Week 1 (8/17-8/23)	1. Recognize the basic features of a Balance Sheet. 2. Recognize the basic features of an Income Statement. 3. Construct a simple Income Statement. 4. Recognize which, BS or IS, is more important for marketing. 5. Recognize the differences between Pro-forma IS and IS. 6. Compute and use Index Numbers from BS and IS.	MMGG C2 (Objectives 1 through 6), MBTN: M5 (Objectives 1,2,3)	Quiz 1, MBTN Group I
Weeks 2-3 (8/24-9/6)	1. Compute channel markups in dollars and as a %. 2. Recognize the cost and selling price bases for expressing markup as a %. 3. Recognize and use the correct markup formula for a given situation. 4. Recognize what markup information is known and unknown in a given situation and proceed further correctly based on that knowledge. 5. Recognize top-down and bottom-up markup situations correctly. 6. Write the correct top-down or bottom-up markup chain for a situation. 7. Convert markup% from one base to another. 8. Recognize the difference between markup and markdown. 9. Compute the markdown % correctly.	MMGG: C3 (Objectives 1 through 9) MBTN: M6 (Objectives 1,2,4), M7 (Objectives 4,5,6)	Challenge Case 1, Challenge Case 2, Challenge Case 3, Quiz 2, MBTN Group II
Weeks 4-5 (9/7-9/20)	1. Recognize the difference between variable and fixed costs. 2. Give examples of different types of variable costs and fixed costs. 3. Compute dollar contribution per unit and percentage contribution. 4. Explain the dollar contribution per unit and percentage contribution. 5. Compute the breakeven point in units and dollars. 6. Produce an Excel line chart of the breakeven point. 7. Demonstrate how to handle different profit goals in breakeven analysis. 8. Recognize the difference between full and incremental breakeven points. 9. Recognize and handle sunk costs correctly in breakeven analysis. 10. Estimate the breakeven point in a multi-product situation. 11. Estimate the \$ break-even point from publicly available IS. 12. Compute and interpret the unit market share % and \$ market share %. 13. Calculate, understand, and interpret the three parts of market share.	MMGG: C4 (Objectives 1 through 12) MBTN: M8 (Objectives 1 through 5), M9 (Objective 7), M10 (Objective 12), M11 (Objective 13)	Challenge Case 1, Challenge Case 2, Challenge Case 3, Quiz 2, MBTN Group II
Weeks 6-7 (9/21-10/4)	1. Recognize the difference between simple and compound interest. 2. Compute repayment, assuming simple and then compound interest. 3. Recognize the similarities and differences between CI and PV analysis. 4. Describe the difference between the cost of capital and the discount rate. 5. Compute Net Present Value, Payback Period, and Internal Rate of Return 6. Interpret NPV, Payback Period, and IRR in a managerial sense. 7. Explain the concept of Customer Lifetime Value. 8. Compute and interpret Customer Lifetime Value.	MMGG: C9 (Objectives 1 through 6) MBTN: M17 (Objectives 4 through 6), M20 (Objectives 7,8)	Quiz 3 MBTN Group IV

Week	Objectives for the Week	Learning Content	Assessed using
Week 8 (10/5-10/11)	1. Explain the markup method of pricing a product. 2. Compute price using the markup method of pricing a product. 3. Explain the targeted rate of return method of pricing a product. 4. Compute the price using the targeted rate of return method. 5. Explain the Price Elasticity of Demand. 6. Compute PED and interpret it managerially. 7. Explain the role of consumer-perceived value in adjusting the price. 8. Compute price using the perceived value method of adjusting the proposed price of a new product.	MMGG: C7 (Objectives 1 through 4) MBTN: M15 (Objectives 5,6)	Quiz 3, MBTN Group II, III
Week 9 (10/12-10/18)	1. Explain the various cost components of a channel modification decision. 2. Explain inventory carrying cost in a channel of distribution. 3. Compute inventory carrying cost in a channel of distribution. 4. Explain accounts receivable carrying cost in a channel of distribution. 5. Compute accounts receivable carrying costs in a channel of distribution. 6. Compute the salesforce requirements to service a channel. 7. Recognize the various components that contribute to the cost of a channel modification decision. 8. Estimate the total cost of a channel modification decision. 9. Estimate the profit impact of a channel modification decision. 10. Recognize the various distribution metrics. 11. Compute and interpret the various distribution metrics.	MMGG: C8 (Objectives 1 through 9) MBTN: M16 (Objectives 10,11)	Quiz 3, MBTN Group IV
Week 10-11 (10/19-11/1)	1. Apply breakeven analysis in the context of promotion decisions. 2. Apply breakeven analysis in promotion support decisions. 3. Estimate the profit implications of alternative promotional plans. 4. Explain the role of the cannibalization problem in sales promotion. 5. Estimate the profit impact of cannibalization in sales promotion. 6. Compute and interpret various traditional advertising metrics. 7. Compute and interpret various website and web advertising metrics.	MMGG: C6 (Objectives 1 through 5) MBTN: M13 (Objective 6), M14 (Objective 7)	Quiz 3, MBTN Group III
Week 12-13 (11/2-11/15)	1. Apply breakeven analysis in new product introduction decisions. 2. Apply breakeven analysis in product support decisions. 3. Explain the role of the cannibalization problem in new product introduction decisions. 4. Estimate the profit impact of cannibalization in new product decisions. 5. Estimate a new product's forecast sales from typical test market data. 6. Estimate the profit impact of a new product's forecast sales.	MMGG: C5 (Objectives 1 through 4) MBTN: M12 (Objective 5,6)	Quiz 3, MBTN Group II, III
Weeks 14 (11/16-11/22)	Work on completing MBTN; other catch-up work		
11/23-11/29	THANKSGIVING BREAK! NOTHING DUE!!		
Week 15 (11/30-12/6)	Review for the Final Exam!		

COVID-19 impact on this UNT class

If you are experiencing cough, shortness of breath or difficulty breathing, fever, or any other possible [symptoms of COVID-19](#), please seek medical attention from the Student Health and Wellness Center (940)-565-2333 or askSHWC@unt.edu or your health care provider. While regular, steady work is essential to succeeding in this class, your health and that of others in the community are more important. Message and keep your professor informed.

RCoB Statement on Academic Integrity:

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to professional and legal standards. Academic dishonesty destroys trust, damages the degree's reputation and value, and is unacceptable.

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to, cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in various academic penalties or sanctions ranging from a warning to expulsion from the University.

Examples of academic integrity violations include cheating, plagiarism, and inappropriate assistance with examinations, homework, research papers, and case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless the course professor approves. Discuss group assignments only with members assigned to your group, and all group members may be held accountable for known academic integrity violations in a group assignment.

Another example of academic dishonesty is improper attribution. You must quote or footnote all outside sources used when preparing your assignments. Copying or using material from any source, designed or previously submitted by others at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large-scale "cutting and pasting" from different sources, even if adequately footnoted, is also considered plagiarism. You should synthesize this material in your own words and provide a footnote.

Your professor will specify what materials you may use on the tests and exams. Practices such as using materials other than those permitted, talking with other individuals during the exam, exchanging information when one student has taken the exam and another has not, and copying or using material from another individual's exam are all dishonest academic practices and result in an academic referral or penalty. The use of online assistance, group chat, cell phones, smartwatches, and similar tools during exams is prohibited unless expressly permitted. No portion of an exam may be copied or photographed without permission.

Students must conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to an academic dishonesty report issued by an instructor or other University official. If a student fails to respond after a reasonable attempt to notify the student, the University may take appropriate academic actions in the student's absence.

MKTG 3700 Fall 2026 Important Deadlines by Date Due		
Graded Assessment	Available from	Due on
Quiz 1 over Chapters 1 and 2	31-Aug	6-Sep
MBTN Group I of 5 modules	17-Aug	20-Sep
Challenge Case 1	11-Sep	2-Oct
Quiz 2 over Chapters 3 and 4	28-Sep	4-Oct
MBTN Group II of 5 modules	17-Aug	11-Oct
Challenge Case 2	2-Oct	23-Oct
MBTN Group III of 5 modules	17-Aug	1-Nov
Challenge Case 3	23-Oct	13-Nov
Quiz 3 over Chapters 5 thru 9	16-Nov	22-Nov
MBTN Group IV of 5 modules	17-Aug	22-Nov
Final Exam, details later		7-Dec
MKTG 3700 Fall 2026 Important Deadlines by Type of Assessment		
Graded Assessment	Available from	Due on
Quiz 1 over Chapters 1 and 2	31-Aug	6-Sep
Quiz 2 over Chapters 3 and 4	28-Sep	4-Oct
Quiz 3 over Chapters 5 thru 9	16-Nov	22-Nov
Challenge Case 1	11-Sep	2-Oct
Challenge Case 2	2-Oct	23-Oct
Challenge Case 3	23-Oct	13-Nov
MBTN Group I of 5 modules	17-Aug	20-Sep
MBTN Group II of 5 modules	17-Aug	11-Oct
MBTN Group III of 5 modules	17-Aug	1-Nov
MBTN Group IV of 5 modules	17-Aug	22-Nov
Final Exam, details later		7-Dec