

MKTG 3700.001 Marketing Metrics 2025 Spring

MKTG 3700.501 Marketing Metrics 2025 Spring

Instructor: Thuy Nguyen, Ph.D.

Class (001 in Denton): TR 12:30 pm - 1:50 pm in BLB 070

Class (501 in Frisco): W 11:00 am - 1:50 pm in FRLD 166

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

Office Hours (Frisco): immediately after class

Phone: (940) 397-6207

E-mail: use the Canvas Inbox

Zoom: <https://unt.zoom.us/j/5630412416> by appointment

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 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 class either 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 or 2020 or 2019 full PC version (2021 is available to you in the RCoB lab), is the default and a crucial resource. Incomplete versions are not acceptable. Also, if you are not familiar with the basics of Excel, use the freely available resources, e.g., videos on YouTube, to become familiar. While Excel for MAC is also fine, other worksheet programs are not acceptable.

Text and Other Needed Material:

REQUIRED: Marketing Metrics 2021 by Gopala GG Ganesh (MMGG.) Please purchase this printable e-book from VitalSource.com via the link under Canvas/Welcome/Course Introduction. No royalty to the author. About \$25.00.

REQUIRED: Purchase access to [MBTN.Academy](https://www.mbtn.academy/) to work on 20 marketing metrics drill modules. MBTN will contact you on 1/13 at your UNT email address with your login credentials which you need to activate. About \$25.00.

REQUIRED: Free access to the website <https://DocHub.com>. Please use your UNT email address to 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	2, 3, 6	50
Challenge Case 2	2, 3, 6	75
Challenge Case 3	2, 3, 6	100
MBTN Group I 10 modules	1, 2, 3	100
MBTN Group II 10 modules	1, 2, 3	100
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.

End-of-semester Letter Grades:

Your course grade will be assigned based on earned cumulative % using the below cutoffs. The grade interpretations are per RCoB. If you are a non-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.	January 13	1 2	Percentages, Weighted Average, Balance Sheet and Income Statement
2.	January 20	3	Channel Markups
3.	January 27	3	Channel Markups
4.	February 3	4	Contribution and Breakeven Analysis
5.	February 10	4	Contribution and Breakeven Analysis
6.	February 17	9	Net Present Value and Customer Lifetime Value
7.	February 24	9	Net Present Value and Customer Lifetime Value
8.	March 3	7	Marketing Mix: Price
		SPRING BREAK	
9.	March 17	8	Marketing Mix: Place
10.	March 24	6	Marketing Mix: Promotion
11.	March 31	6	Marketing Mix: Promotion
12.	April 7	5	Marketing Mix: Product
13.	April 14	5	Marketing Mix: Product
14.	April 21	Work on completing MBTN; Other catchup work	
15.	April 28	Review	
16.	May 5	Final Exam per University Schedule	

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

Class cancellation due to weather or other reasons:

A substitute Canvas activity will be communicated if the class cannot meet.

(Class Policy) VERY important! The Canvas Inbox:

All course-related messages are through the Canvas Inbox. You may auto-forward these to your preferred email address. Please click the Account link on the course menu to the left, followed by Settings, and then look for the email cluster. Add a * to your preferred email address to make that 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 giver** of unfair help. Please see UNT's [Academic Integrity Policy](#).

(CP) Diligence Policy:

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% in each of the two MBTN Groups and/or (4) resort to unfair practices in any of these, and/or (5) have more than one late submission (Quizzes, Challenge Cases) will forfeit ALL bonus points (built-in or add-on), even those already earned, at the end of the Semester. Further, non-diligent students will be strictly assigned semester grades, 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 when you are online. Please remember to remain respectful of your instructor and classmates.

(CP) Disability Support:

RCoB complies with, and I am personally committed to, the Americans with Disabilities Act. 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 about 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 get in touch with the instructor to explore alternative assignment completion options.

(CP) Submitting Challenge Cases:

You **must** upload your submission to Canvas under the relevant Challenge Case module as a single, multi-page PDF file. How to produce this using the free DocHub website will be explained in Challenge Case 1. You will also be required to upload the **completed xlsx** file for each Challenge Case.

(CP) Late Policy:

For quizzes, challenge cases, and MBTN, Canvas Gradebook will automatically deduct 10% for each day (or part) of the two days grace allowed for a late submission. After that, your score will be a zero.

(CP) Incomplete submission policy:

For each Challenge Case, not uploading both the PDF and completed xlsx as required will result in a grade with a penalty, explained in its handout, or a zero depending upon whether the incomplete submission is still gradable.

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

The URL to access the MBTN site and all other MBTN-related resources have 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 that we shall not cover in class simply because of a lack of time to do everything I want to.

The MBTN website for our class consists of the 20 modules shown on the next page, organized into Group I and Group II of 10 modules each. It is unnecessary to wait for the completion of the MMGG chapter in class before attempting the corresponding MBTN module. The MMGG book chapters and the MBTN modules correspond approximately in the general topic area.

How to proceed? First, watch the MBTN intro video; then review the PDF tutorial for Percentages, the second module in Group I, and on the MBTN website, before you start working on this assignment. Keep the PDF open in another window and refer to it as and when needed.

The book Marketing Metrics 4e, by Professors Bendle, Farris, Pfeifer, and Reibstein, goes with the MBTN site. However, this book is optional. The module PDF tutorials are sufficient. At the end of the semester, after you complete MBTN, if you would like to buy the book for future reference, please contact me, and I shall give you additional details.

Completing an MBTN Group means completing each of its 10 modules with a score of 100 for an average of 100 for that Group. Each MBTN module consists of four Problem Sets that go from relatively easy to more challenging. Each PS consists of between 4 to 10 questions, primarily non-multiple-choice. Completing an MBTN module means correctly answering all the questions and scoring 100% in that module. You may “try again” each question any number of times 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 that question correctly, skips that question, and takes 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 time for completing a module (other than the due and bonus deadlines for its Group).

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 PSs completed or 80% of all questions), and finally, “CEO/CMO” (all four PS’s completed or 100% of all questions).

If you feel exhausted by a particular module, say after reaching the Brand Manager level, feel free to leave that module, 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, Due 4/28 and bonus (5 points) deadline of 3/2:

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
I	6	Yes	Introduction to Margins	3
I	7	Yes	Calculating Margins	3
I	8	Yes	Breakeven Analysis	4
I	9	Yes	Profit Dynamics	4
I	10	Yes	Market Share I	4

Group II, Due 4/28 and bonus (5 points) deadline of 4/13:

GROUP	MBTN Module	Pdf?	Deals with these Metrics	MMGG Chapter
II	11	Yes	Market Share II	4
II	12	Yes	Product and Cannibalization	5
II	13	Yes	Advertising	6
II	14	Yes	Web	6
II	15	Yes	Pricing I: Linear Demand	7
II	16	Yes	Distribution	8
II	17	Yes	Net Present Value I	9
II	18	Yes	Recency, Frequency, Monetary RFM Analysis	None
II	19	Yes	Cost of Acquiring Customer	9
II	20	Yes	Customer Lifetime Value I	9

There is nothing to upload to Canvas for Groups I and II. MBTN automatically keeps track of your progress. Please look at the dashboard on your MBTN site, showing each module for the current status of your progress.

Please try to complete each Group by the earlier deadlines above, scoring 100/100 in each of the ten modules and thus an average of 100/100 for the Group. If you do this, you will earn five bonus points for each Group.

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.
- May refer to the MMGG book + Canvas materials + your own notes during the quiz.
- Completing the quizzes using your computer from home, work, or campus Wi-Fi hotspots is appropriate. Please do not take the quizzes in the RCoB 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; 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 in that time window because the quizzes auto-submit. The clock will be ticking while you take breaks, if any.
- The questions show one at a time. Going back to skipped questions and changing previous answers are both allowed.
- Missed quizzes score as zeros.

Availability Window for Review Quizzes:

Quiz#	Based on MMGG	Opens on	Due on	Grace deadline
1.	Chapters 1 and 2	January 27	February 2	February 4
2.	Chapters 3 and 4	February 24	March 2	March 4
3.	Chapters 5 6 7 8 and 9	April 21	April 27	April 29

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

Please ensure a convenient single time block to take 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 as soon as you submit a quiz.

The **Online Final Exam** 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 (1/13-1/19)	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 weighted average in different managerial contexts. 6. Interpret and use weighted averages in managerial contexts.	MMGG: C1 (Objectives 1 through 3, 5,6), MBTN: M1 (Objective 1), M2 (Objective 2,3,4)	Quiz 1, MBTN Group I
Week 1 (1/13-1/19)	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: M3 (Objectives 1,2,3)	Quiz, MBTN Group I
Weeks 2-3 (1/20-2/2)	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: M4 (Objectives 1,2,4), M5 (Objectives 4,5,6)	Challenge Case 1, Challenge Case 2, Challenge Case 3, Quiz 2, MBTN Group I
Weeks 4-5 (2/3-2/16)	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 \$ breakeven point from publicly available IS. 12. Compute and interpret the unit market share % and \$ market share %. 13. Calculate, understand, and interpret the 3 components of market share.	MMGG: C4 (Objectives 1 through 12) MBTN: M6 (Objectives 1 through 5), M7 (Objective 7), M8 (Objective 12), M9 (Objective 13)	Challenge Case 1, Challenge Case 2, Challenge Case 3, Quiz 2, MBTN Group I
Weeks 6-7 (2/17-3/2)	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.	MMMGG: C9 (Objectives 1 through 6) MBTN: M15 (Objectives 4 through 6), M16 (Objectives 7,8)	Quiz 3 MBTN 2

Week	Objectives for the Week	Learning Content	Assessed using
Week 8 (3/3-3/9)	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 price using the targeted rate of return method. 5. Explain 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 8) MBTN: M13 (Objectives 5,6)	Quiz 3, MBTN Group II
March 10-16	SPRING BREAK		
Week 9 (3/17-3/23)	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: M14 (Objectives 10,11)	Quiz 3, MBTN Group II
Week 10-11 (3/24-4/6)	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: M11 (Objective 6), M12 (Objective 7)	Quiz 3, MBTN Group II
Week 12-13 (4/7-4/20)	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: M10 (Objective 5,6)	Quiz 3, MBTN Group II
Weeks 14 (4/21-4/27)	Work on completing MBTN; Other catchup work		
Week 15 (4/28-5/4)	Review for the Final Exam!		

Bonus Points Opportunities:

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

- 10 for completing the Pre-course assessment quiz by 1/24/2025 under Canvas/Modules/Quizzes
- 5 for activating your MBTN account and completing payment by 1/24/2025
- 5 for correctly producing + uploading the two deliverable files for Challenge Case 1

- 5 for completing MBTN Group I by its earlier bonus deadline of 3/2
- 5 for completing MBTN Group II by its earlier bonus deadline of 4/13

The above 30 bonus points are meant to help students “cross the finish line” to a better grade. A lack of awareness about them is NOT acceptable. If a student fails to earn at least 15 of the 30, their semester grade will be strictly assigned, e.g., 899.99=B, 799.99=C, etc., with no rounding up, no matter how close they are!

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 those 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.

Some examples of academic integrity violations include cheating, plagiarism, or inappropriate assistance on 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 other 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 results 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 at the notification, the University may take appropriate academic actions in the student's absence.