

# MKTG Metrics 3700



## CONTACT INFORMATION

Instructor: Dr. Thuy D. Nguyen

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E-mail: use Canvas mail

Office: BLB 304J

Office Hrs: MW 3:30-5:00 PM

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

## REQUIRED MATERIALS

1. Textbook: Ganesh, Gopala, *An Introduction to Marketing Metrics*, Fountainhead Press.  
<https://www.vitalsource.com/> or UNT bookstore.
2. <https://www.mbtn.academy> Purchase access to a specific set of 16 MBTN modules for about \$25.00. MBTN will contact you at your UNT email address to activate your login credentials.
3. Notepad, calculator, flash drive, and computer. (Note: we shall be using Excel for all assignments. If you are a MAC user, please access and use Excel for PC in the Lab)

## COURSE DESCRIPTION and OBJECTIVES

**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).

Students are taught to understand and appreciate the money implications and impact of marketing decisions. The teaching method is "intensively hands-on" and makes use of mini-cases, problems, and exercises in the context of market opportunity analysis, market segmentation, and planning and implementing a marketing mix.

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.

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6. Construct worksheets to calculate various marketing metrics.
7. Construct charts to present the calculated marketing metrics.

## LEARNING GOALS

The fundamental goal of this class is to understand the relationship between marketing decisions and their financial implications and/or consequences.

1. Understand how to solve marketing problems in the context of market opportunity analysis, market segmentation, and planning and implementing a marketing mix.
2. Learn analytical methods that you will be (a) asked to use in senior-level marketing classes and (b) expected to know in your marketing career.
3. Use simple mathematical techniques: +, -, \*, /, %, some ^ and working with index numbers. However, there will be lots of hands-on and very intensive analysis.
4. Learn how to use Excel and Power Points.
5. Learn to pay *meticulous* attention to detail in all the assignments
6. Appreciate marketing problems surrounding the four Ps.

## CLASS POLICY AND CONDUCT

### Attendance and Class Interactions

This is a face-to-face class. Rolls will be called randomly anytime to mark attendance. Students absent three or more times during the semester will lose all bonus points and doles earned during the semester.

You are strongly encouraged to work with your classmates during lectures to either help them or be helped by them. You will also be called on to work on problems on the board.

### Professionalism

Here are our codes of conduct.

- Commitment to learning
- Self-discipline
- Reliability
- Honesty
- Integrity
- Trustworthiness
- Timeliness
- Accountability
- Respect

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- Politeness
- Professional appearance
- Self-awareness
- Confidence without arrogance
- A commitment to giving back to your community

### Academic Integrity

With regard to academic honesty, students are referred to the "Student Honor Creed" in the current UNT Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and a referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

### Submitting Assignments

- 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 <http://www.docub.com> website will be explained in Challenge Case 1.
- You will also be required to upload the **completed xlsx** file for each Challenge Case.
- For each Challenge Case, not uploading both the PDF and completed xlsx as required will result in an automatic zero.
- For every 24 hours of late submission, 10% of earned grade for that assignment will be deducted.
- 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.

### Diligence Policy

If you do not

- complete all the required quizzes/examinations/assignments, and extra credit opportunities
- resort to unfair practices in any forms
- absent for more than 3 times during the semester

you will be forfeited ALL bonus points (built-in or add-on), even those **already earned**, at the end of the semester.

### Communication

I believe that frequent and open communication between the professor and students enhances the quality of learning. I urge you to use the university email (outlook) to let me know your concerns or queries. I **do not discuss grades during the last two weeks of the semester**. At

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that late stage I cannot do anything to help you. This course offers sufficient opportunity to make good grades without having to resort to additional extra credits.

### Grade Appeals

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details. **See the *UNT Student Handbook* for University policy on grade appeal.**

### Grade Changes

No grade except "I" may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct *documented clerical errors*. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

### Final Grades

The instructor posts final grades in UNT *Canvas*. Do not call or stop by the office to ask for grades.

### General policies

The student is responsible to have all materials prepared on time. Please feel free to contact the instructor as needed. I want to see everyone do well in this course, but a big part of success depends on the student. I view everyone as an "A" student until proven otherwise. I expect on-time attendance, preparation, participation, and professional effort. Students who have a good attitude and strive to meet these expectations will find me very supportive. I will do whatever I can to help students succeed in this course and beyond.

### Americans with Disabilities Act

RCoB complies with the ADA Disabilities Act. If you need special arrangements, or if you experience issues related to using your assistive accessibility technologies within the MBTN program, please contact the instructor with specific questions related to the content within the MBTN modules.

### COVID-19 impact on this UNT class

All of us need to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are ill or unable to complete a scheduled, graded class task on time due to any issue related to COVID-19. It would be best if

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you communicated with me before each assigned and graded task deadline. Doing so would help me determine what may be preventing you from completing it and make a reasonable decision about accommodating your request.

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.

You may find [this UNT webpage](#) on staying safe on campus during the pandemic useful.

## IMPORTANT ADMINISTRATIVE DATES

It is the student's responsibility to keep track of administrative dates and initiate the required paperwork for drops etc. If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If your name is not removed then you may receive an 'F' for the course at the end of the semester.

## GRADING

Your overall semester grade will include evaluations of your performance in the examinations, class participation, and HW assignments.

Table 1: Class Components

Category	Materials	Max.point	Due dates	Approximate times required.
Challenging Case 1	Ch 3-4	50	9/8 – 9/29	4 hrs.
Challenging Case 2	Ch 3-4	75	10/3 – 11/3	5 hrs.
Challenging Case 3	Ch 5-9	125	11/10 – 12/1	7 hrs.
Quiz 1 (25 Q / 75 min)	Ch 1-2	50	9/4 – 9/10	6 hrs.
Quiz 2 (25 Q / 75 min)	Ch 3-4	100	10/16 – 10/22	12 hrs.
Quiz 3 (25 Q / 75 min)	Ch 5-9	100	11/27 – 12/3	20 hrs.
MBTN set 1	Online	100	9/1 – 10/8	15 hrs.
MBTN set 2	Online	100	9/1 – 11/12	15 hrs.
Final exam (60 Q / 180 min)	Ch 1-9	300	12/11 @ 5:00 – 8:00 pm	20 hrs.
TOTAL		1000		

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Table 2: Bonus Points

Category	Maximum point	Due dates
I'm here survey – proof of attendance	5	9/1
Syllabus quiz – proof of attendance	5	9/1
Pay for MBTN access	5	9/1
PDF production for CC1 – 5-page	5	9/29
MBTN set 1 early completion	10	10/8
MBTN set 2 early completion	10	11/12
Potential Pop Quizzes	secrets	TBD
TOTAL	40	

Table 3: Grade System

Percentage	Letter grade
90% +	A
80-89%	B
70-79%	C
60-69%	D
<60%	F

Please remember that grades are *earned* not negotiated and you should consistently perform well for a good grade in class. If you are having difficulties with the class come see me early on. There is not much I can do to help you improve your grade if you wait until the end of the semester.

### MBTN Sets 1 & 2

Your average % on these sets equal to your MBTN exercise grades. The syllabus score ?/100 on **Sets I and II**: The % scores earned in the eight modules of each Set are averaged after the due date and recorded as your score/100.

There is nothing to upload to Canvas for MBTN Sets I and II, which automatically keeps track of student progress on the post-login page of each student. The professor, of course, is enabled to keep track of the progress of all the students in the class.

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### Challenging case 1, 2, & 3

You will be asked to create and solve a marketing problem using Excel, and submit on Canvas. All requirements for the cases are in Canvas under Challenging Case Module.

### Quizzes and Final Exam

UNT Respondus LockDown Browser is required, using Chrome or FireFox.

Quizzes 1,2,3 consist of 25 multiple choice questions and open notes in 75 minutes. All three quizzes will be based on MMGG book material and class discussions.

Final Exam consists of 60 questions in 3 hours. Quizzes and final exam are open book/notes/formulas.

## TENTATIVE SCHEDULES

I reserve the rights to change the schedules as appropriate.

#	Date	MKTG Metrics Topics	Metrics Assignment MBTN Assignment
1	8.21	Chapter 1: Percentages and Weighted Average	1. Syllabus discussion 2. Purchase the book Marketing Metrics book 3. Complete the "I am here survey" 4. Complete the "Syllabus quiz" 5. Download the UNT version of Respondus Lockdown Browser 6. Complete ALL Canvas videos/PPT/notes for chapters 1 7. Check your UNT inbox for MBTN email that provides login ID and password. 8. Sign up with MBTN, <a href="http://www.mbtn.academy">http://www.mbtn.academy</a> . 9. Complete MBTN "percentages" module
2	8.23	Chapter 2: Balance Sheet and Income Statement	1. Complete ALL canvas videos/PPT/notes for chapters 2 2. MBTN growth rates
3	8.28	Chapter 3: Channel Markups	1. Channel markups PPT/videos/notes 2. Lone Star Lamp Co 3. Krispy Kreme Co 4. MBTN financial statements 1 module

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#	Date	MKTG Metrics Topics	Metrics Assignment MBTN Assignment
4	8.30	Chapter 3: Channel Markups	1. Western Boot 1 2. Western Boot 2 3. Western Boot 3 4. MBTN margins 1 5. <b>Bonus deadline (9.1) for I am here survey, syllabus quiz, pay for MBTN</b>
5	9.6	Chapter 3: Channel Markups	1. Tejas Publishing Co 2. Markdown 3. MBTN margins 2 4. <b>Take Quiz 1 (9.4-9.10)</b>
6	9.11	Chapter 4: Breakeven Analysis	1. Breakeven PPT/videos/notes 2. Best Pizza in Town 3. MBTN Breakeven Analysis
7	9.13	Chapter 4: Breakeven Analysis	1. Texas Bearing Co 1. Athens Nurseries 3. MBTN Profit Dynamics
8	9.18	Chapter 4: Breakeven Analysis	1. Metro Manufacturing Co
9	9.20	Chapter 4: Breakeven Analysis	1. Delta Best Pizza in Town 2. Delta Metro Manufacturing Co 3. IS and Contribution Analysis 4. Start Challenging Case 1
10	9.25	Chapter 4: Breakeven Analysis	1. Monterey A 2. Monterey B 3. MBTN Market Share Metrics 1
11	9.27	Chapter 9: NPV and CLV	1. NPV and CLV PPT/videos/notes 2. NVP Project A vs Project B 3. <b>Complete Challenging Case 1 (due 9.29)</b>
12	10.2	Chapter 9: NPV and CLV	1. Gadgets NPV 2. DFWEI CLV 3. MBTN Market Share Metrics 2
13	10.4	Chapter 7: Price Decisions	1. Price PPT/videos/notes 2. LSLC Markup Pricing 3. Printo Printers 4. Target Pricing LSLC 5. Bagel Shop 6. MBTN Cannibalization 7. <b>Bonus deadline (10.8) for MBTN 1 early completion</b>



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#	Date	MKTG Metrics Topics	Metrics Assignment MBTN Assignment
14	10.9	Chapter 7: Price Decisions	PED PED for LSLC PED for Printo Printers
15	10.11	Chapter 7: Price Decisions	1. Dependable Vacuum Company 2. MBTN Cannibalization
16	10.16	Chapter 8: Place Decisions	1. Place PPT/videos/notes 2. Secure Craft Inc. 3. MBTN Advertising Metrics
17	10.18	Chapter 8: Place Decisions	1. MBTN Web Metrics 2. Start Challenging Case 2 3. Take Quiz 2 (10.16-10.22)
18	10.23	Chapter 6: Promotion Decisions	1. Promotion PPT/videos/notes 2. Pegasus 3. Texas Grills Inc. 4. MBTN Linear Demand
19	10.25	Chapter 6: Promotion Decisions	1. Finn Fones 2. Baja Foods
20	10.30	Chapter 6: Promotion Decisions	1. Dijon Consumer Products
21	11.1	Chapter 6: Promotion Decisions	1. MBTN Distribution Metrics 2. Challenging Case 2 (due 11.3)
22	11.6	Chapter 6: Promotion Decisions	1. MBTN Net Present Value 1
23	11.8	Chapter 5: Product Decisions	1. Product PPT/videos/notes 2. Denton Delectable Delicacies 3. Start Challenging Case 3 4. MBTN Customer Lifetime Value 1
24	11.13	Chapter 5: Product Decisions	1. Wipra Voice Plus 2. Great Lakes 3. Bonus deadline (11.12) for MBTN 2 early completion
25	11.15	Chapter 5: Product Decisions	1. Shaalimaar Garden Tools 2. Arnold Oil
26	11.27	Chapter 5: Product Decisions	1. Challenging Case 3 (due 12.1)

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#	Date	MKTG Metrics Topics	Metrics Assignment MBTN Assignment
27	11.29	Other topics	<b>1. Take Quiz 3 (11.27-12.03)</b>
28	12.4	Catch up	<b>1. MBTN 1 and MBTN 2 (due 12.3)</b>
29	12.6	Final Exam Review	
30	12.11	Final Exam	<b>Chapters 1-9 @ 5:00 – 8:00 pm</b>