

Dillard College of Business Administration

SPECIAL TOPICS IN MKTG 🤪

CONTACT INFORMATION

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REQUIRED MATERIALS

1. [Class overview https://youtu.be/LnTz8vKM2eg](https://youtu.be/LnTz8vKM2eg)
2. *An Introduction to Marketing Metrics*, by Gopala Ganesh, Fountainhead Press. ***The accompanying lectures for the cases in this textbook are YouTube videos attached in this syllabus.***
 - Hardcopy book from MSU Bookstore
 - E-bookfrom [Online book https://www.vitalsource.com/products/an-introduction-to-marketing-metrics-ganesh-gopala-v9781644851302](https://www.vitalsource.com/products/an-introduction-to-marketing-metrics-ganesh-gopala-v9781644851302)
3. [Management by the numbers Http://www.Management-by-the-Numbers.com](http://www.Management-by-the-Numbers.com). Purchase access to a specific set of 4 MBTN modules. MBTN will contact you at your MSU Texas email address to complete the purchase and activate your login credentials.
**If you do not pass the certificates by the end of the semester, MBTN allows you to try again until end of July. However, your grade remains unchanged once the semester ends. These certificates are your differentiators. Please update on your resumes once you complete them.*
4. 😊 LinkedIn Certificates: Marketing Tools: SEO for \$34.99 and Google Ads (AdWords) Essential Training (price) by Batesole. However, you can start your free trial for 1 month to study and take these certifications at no cost. Plan smart to save money! [LinkedIn certification https://www.linkedin.com/learning/marketing-tools-seo-2](https://www.linkedin.com/learning/marketing-tools-seo-2) and [LinkedIn certification https://www.linkedin.com/learning/google-ads-adwords-essential-training-2](https://www.linkedin.com/learning/google-ads-adwords-essential-training-2)
5. **Strongly recommended text book:** *Marketing Metrics 3rd Edition* by Paul Farris, Neil Bendle, Phil Pfeifer and David Reibstein.
6. **Webcam**, 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 via the Virtual Lab. Learn how to do this by yourself).

COURSE DESCRIPTION

Students learn various marketing metrics and performance indicators used by marketing teams and decision-makers to demonstrate the effectiveness of marketing activities across marketing functions. Examples of metrics include profit impact metrics, internal rate of return, channel

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markups, customer lifetime value, break-even analyses, and web metrics. Students will also have opportunities to earn industry marketing metrics certificates to enhance their quantitative and marketable skills to be competitive in the job market.

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

PHILOSOPHY AND EXPECTATIONS

My expectation from this class (i.e., you and I) is captured in one of my favorite quotes from a fortune cookie at a Chinese Restaurant:

“By asking for the impossible we obtain the best possible.”

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This course is difficult, challenging and will stretch you to your limits. However, with the right attitude and hard work (on your part), you can make the experience intrinsically rewarding and fulfilling. You can even make the experience fun for yourself. Remember, only you can do it. As regards my contribution, I can promise you that I shall give you my best. Of course, I also expect the best from you. This is the basic underlying philosophy behind this class (and for other classes and may be even life in general).

CLASS POLICY AND CONDUCT

Professionalism

The faculty, staff, and students of the Dillard College of Business Administration are committed to being a “professional” in our words, conduct, and actions. The qualities of a professional include:

- A commitment to the development of specialized knowledge
- Competency in analytical, oral and written communication skills
- Self-discipline
- Reliability
- Honesty and integrity
- Trustworthiness
- Timeliness
- Accountability for words and actions
- Respect for others and other cultures
- Politeness and good manners
- A professional image (professionals look professional)
- An awareness of their environment and adaptability to different settings
- 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 Midwestern State University 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 referral to the Dean of Students for disciplinary action, which may result in expulsion from the University. [Student handbook https://msutexas.edu/student-life/assets/files/handbook.pdf](https://msutexas.edu/student-life/assets/files/handbook.pdf)

Submitting Assignments

All assignments are to be submitted in PDF format and SHALL NOT be accepted in any other way. For every 24 hours of late submission, 25% 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.

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Non-submission of Quizzes/Assignments/Extra credit

If you do not complete all the required quizzes/examinations/assignments, and extra credit opportunities, you will be denied all doles, curves, etc.

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

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 *MSU 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.

Awarding and Removal of I

I - incomplete; a non-punitive grade given only during the last one fourth of a semester and only if a student (1) is passing the course; (2) has reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. **A student may remove a grade of I within 30 days by completing the stipulated work.**

Final Grades

The instructor posts final grades in *Desire2Learn*. Do not call or stop by the office to ask for grades.

General policies

Exam dates are firm. 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.

Campus Carry: Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are

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appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at this link: <http://mwsu.edu/campus-carry/rules-policies>.

Americans with Disabilities Act

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity." The Director of Disability Support Services serves as the ADA Coordinator and may be contacted at (940) 397-4140, TDD (940) 397-4515, or 3410 Taft Blvd., Clark Student Center 168.

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	Maximum point	Helpful links and explanations
MBNT Advertising Metrics certificate	150	MBTN introduction https://youtu.be/l88nmeIYLMU MBTN http://www.management-by-the-numbers.com/ <i>*If you do not pass the certificates by the end of the semester, MBTN allows you to try again until end of July. However, your grade remains unchanged once the semester ends. These certificates are your differentiators. Please update on your resumes once you complete them.</i>
MBTN Customer Lifetime Value Metrics certificate	150	MBTN http://www.management-by-the-numbers.com/ <i>*If you do not pass the certificates by the end of the semester, MBTN allows you to try again until end of July. However, your grade remains</i>

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Category	Maximum point	Helpful links and explanations
		<i>unchanged once the semester ends. These certificates are your differentiators. Please update on your resumes once you complete them.</i>
MBTN exercises	100	MBTN http://www.management-by-the-numbers.com/
LinkedIn SEO certificate	50	LinkedIn https://www.linkedin.com/learning/marketing-tools-seo-2
LinkedIn AdWords certificate	50	LinkedIn https://www.linkedin.com/learning/google-ads-adwords-essential-training-2
Midterm Exam	200	On D2L, 25 multiple-choice questions. Learning materials are from YouTube videos and book. <i>D2L Helpdesk 940-397-4278, e-mail: helpdesk@mwsu.edu.</i>
Final Exam	300	On D2L, 50 multiple-choice questions. Learning materials are from YouTube videos and book. <i>D2L Helpdesk 940-397-4278, e-mail: helpdesk@mwsu.edu.</i>
TOTAL	1000	

Table 2: Grade system

Percentage	Letter grade
90% +	A
90-89%	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.

Marketing Metrics by Gopala Ganesh Textbook Cases

*(H): by hand

*(E): by excel

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MMGG Textbook Cases	YouTube link
Module 1: Percentages and Weighted Average	
Swaaguth Hotel (H)	Youtube link https://youtu.be/TxY_pKLUqFI
Module 3: Channel Markups	Youtube link https://youtu.be/h0z6mZ7tvVY
Lone Star Lamp Company (H)	Youtube link https://youtu.be/1p8-BFAn4Gs
Krispy Kreme Company (H)	Youtube link https://youtu.be/vQazp_yghZA
Western Boot Company # 1 (H)	Youtube link https://youtu.be/W7BoeWguSnM
Baby Magic Inc. (H)	Youtube link https://youtu.be/ESS3IOj38YM
Module 4: Breakeven Analysis	Youtube https://youtu.be/-HGswgB_MbQ
Best Pizza in Town (H)	Youtube link https://youtu.be/qyNhcDtkSTA
Texas Bearing Co (H)	Youtube link https://youtu.be/8yZg8M8hbMM
Galaxy Music Inc (H)	Youtube link https://youtu.be/G0H-US9Bxrg
Metro Manufacturing Co (H)	Youtube link https://youtu.be/ciYSXeH6nZo
Athens Nurseries (H)	Youtube link https://youtu.be/BrXZd_ReOHA
Hannibal Appliance Co (H)	Youtube link https://youtu.be/Q5zXGeIz_2A
Module 5: Creating an Excel Worksheet	
Busan Computer Products Inc. (H)	Youtube link https://youtu.be/L3UZzO6O5oM
Busan Computer Products Inc. (E)	Youtube link https://youtu.be/1L9PfJLYR_w
Busan Computer Products Inc. – How to print excel worksheet to turn in	Youtube link https://youtu.be/uPP4GBAT81M
Busan Computer Products Inc. BEP graph	Youtube link https://youtu.be/3JZV7J5RNf8

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MMGG Textbook Cases	YouTube link
Module 6: Creating PPT presentation , using Busan Computer Products Inc. data	Youtube link https://youtu.be/iYkicP1INj8
Module 11: Net Present Value	Youtube link https://youtu.be/74SpJl-KgGI
Samraat Maurya Corporation (E)	Youtube link https://youtu.be/a9YU3Rqe Js
Module 9: Pricing Decisions	Youtube link https://youtu.be/7TqY0MuTQbA
Target pricing LSLC (H)	Youtube link https://youtu.be/mBcXqGcUKsU
Target pricing Printo Printers (H)	Youtube link https://youtu.be/PF-qRP9Eka4
Price elasticity (H)	Youtube link https://youtu.be/ZS9aVymDpzM
Shaaka for Life (E)	Youtube link https://youtu.be/QHgMBg54RVM
Module 10: Place / Distribution Decisions	Youtube link https://youtu.be/c75fS-MIY5w
Secure Craft Inc. (H)	Youtube link https://youtu.be/WZ0fLtZOPxg
Backyard Bonanza Inc. (H)	Youtube link https://youtu.be/C7i5O8QcwoM
Module 8: Promotion Decisions	Youtube link https://youtu.be/cbwjHXMf8CM
Wichita Super Bag Company	Youtube link https://youtu.be/tboJ9oYGRuo
Boulder Electronics Company	Work on your own
Pegasus Pegasus addendum	Youtube link https://youtu.be/bvRgDfxnmjM Youtube link https://youtu.be/Kl-jLPoVXbs
SmileBrite Inc.	Youtube link https://youtu.be/nx5RLEabX-I
Texas Grills Inc.	Youtube link https://youtu.be/bM2p2e993gs
Lafayette Valves	Youtube link https://youtu.be/AXg32Tu6VvI
Finn Fones Inc.	Youtube link https://youtu.be/bAfwWvGHP2o

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MMGG Textbook Cases	YouTube link
Promotion Cannibalization at Baja Foods Inc.	Youtube link https://youtu.be/L6UybK7s59I
Dijon Consumer Products Incorporated	Youtube link https://youtu.be/aouvsNa0Jec
Promotion Cannibalization at Swaaguth Inc.	Youtube link https://youtu.be/4LRYdryDIX4
Module 7 Product Decisions	Youtube link https://youtu.be/tdwV9YSHrFA
New Product Decision at Denton Delectable Delicacies	Youtube link https://youtu.be/pK33tIj1RvI
Lone Star Publishing Company	Work on your own
New Product Decision at Fresno Treats Inc.	Youtube link https://youtu.be/e7EdVDGBAkg
New Product Decision at Wipra	Youtube link https://youtu.be/qpweAX560o4
Product Cannibalization at Great Lakes Inc.	Youtube link https://youtu.be/LttAnGMVfqq
Product Cannibalization at Hannibal Co.	Youtube link https://youtu.be/k50_kePJy5w
Cannibalization: Smarter Appliances Inc.	Youtube link https://youtu.be/JXBh0Z6V-2o
Product Cannibalization at Corinth Canning Company	Youtube link https://youtu.be/AsCUobUxSso
Product Cannibalization at Arnol-D Corp	Youtube link https://youtu.be/_nWwFgfQpvg
Product Cannibalization at Aztec Pharma	Youtube link https://youtu.be/BHJffA8OebY

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TABLE 3: TENTATIVE SCHEDULE

#	Date	MMGG module	MMGG Module	MBTN modules exercises and certificates
1	6.1	Percentages and Weighted Average	1	Advertising metrics
2	6.2	Percentages and Weighted Average	1	Advertising metrics
3	6.3	Channel Markups	3	Web metrics
4	6.4	Channel Markups	3	Web metrics
5	6.5	Channel Markups	3	<i>AM certificate attempt 1</i> (each attempt must be at least 3 days apart. You can certainly start attempt prior to this day. You have a total of 4 attempts)
6	6.8	Contribution and Breakeven Analyses	4	Customer Lifetime Value 1
7	6.9	Contribution and Breakeven Analyses	4	Customer Lifetime Value 1
8	6.10	Contribution and Breakeven Analyses	4	Customer Lifetime Value 2
9	6.11	Product Decisions	7	Customer Lifetime Value 2
10	6.12	Product Decisions	7	<i>CLV certificate attempt 1</i> <i>MBTN exercises automatically due at 11:00 am on MBTN website</i>
11	6.12-6.14	<i>Midterm Exam</i>	MMGG 3,4,7	
12	6.15	Net Present Value	11	
13	6.16	Net Present Value	11	<i>LinkedIn SEO due @ 11:00 am on D2L</i>
14	6.17	Price Decisions	9	
15	6.18	Price Decisions	9	<i>LinkedIn AdWords due @ 11:00 am on D2L</i>
16	6.19	Place Decisions	10	
17	6.22	Place Decisions	10	
18	6.23	Promotion Decisions	8	
19	6.24	Promotion Decisions	8	
20	6.25	Promotion Decisions	8	
21	6.26	Review		<i>AM certificate due @ 11:00 am on D2L</i>
22	6.29	Review		
23	6.30	Review		<i>CLV certificate due @ 11:00 am on D2L</i>
24	7.1-7.2	<i>Final exam</i>	MMGG 1-11	