

## Dillard College of Business Administration

# MKTG Metrics 3953

### CONTACT INFORMATION

Instructor: Dr. Thuy D. Nguyen

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Office: DB 278

Office Hrs: TR 10:30-11:00 AM, 12:30-2:00 PM; F 1:00-2:00 PM

TUTOR Hrs: will be updated

### REQUIRED MATERIALS

1. Textbook: Ganesh, Gopala, *An Introduction to Marketing Metrics*, Fountainhead Press.
2. [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 19 MBTN parts for about \$25.00. MBTN will contact you at your MSU Texas email address to complete the purchase and 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)

Table 1: Important Assignment Guidelines

Topics	Youtube link
Course Syllabus	<a href="https://youtu.be/P50Bjrl_XSY">Youtube link https://youtu.be/P50Bjrl_XSY</a>
MBTN Practices	<a href="https://youtu.be/zT_TZWrlq4">Youtube link https://youtu.be/zT_TZWrlq4</a>
Challenging Cases	Will add later

Table 2: MMGG Textbook Cases Lectures

\*(H): by hand

\*(E): by excel

MMGG Textbook Cases	Youtube link
<b>Module 1: Percentages and Weighted Average</b>	
Swaaguth Hotel (H)	<a href="https://youtu.be/TxY_pKLUqFI">Youtube link https://youtu.be/TxY_pKLUqFI</a>
<b>Module 3: Channel Markups</b>	

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<b>MMGG Textbook Cases</b>	<b>Youtube link</b>
Lone Star Lamp Company (H)	<a href="https://youtu.be/1p8-BFAn4Gs">Youtube link https://youtu.be/1p8-BFAn4Gs</a>
Krispy Kreme Company (H)	<a href="https://youtu.be/vQazp_yghZA">Youtube link https://youtu.be/vQazp_yghZA</a>
Western Boot Company # 1 (H)	<a href="https://youtu.be/W7BoeWguSnM">Youtube link https://youtu.be/W7BoeWguSnM</a>
Baby Magic Inc. (H)	<a href="https://youtu.be/ESS3lOj38YM">Youtube link https://youtu.be/ESS3lOj38YM</a>
<b>Module 4: Breakeven Analysis</b>	
Best Pizza in Town (H)	<a href="https://youtu.be/qyNhcDtkSTA">Youtube link https://youtu.be/qyNhcDtkSTA</a>
Texas Bearing Co (H)	<a href="https://youtu.be/8yZg8M8hbMM">Youtube link https://youtu.be/8yZg8M8hbMM</a>
Galaxy Music Inc (H)	<a href="https://youtu.be/G0H-US9Bxrg">Youtube link https://youtu.be/G0H-US9Bxrg</a>
Metro Manufacturing Co (H)	<a href="https://youtu.be/ciYSXeH6nZo">Youtube link https://youtu.be/ciYSXeH6nZo</a>
Athens Nurseries (H)	<a href="https://youtu.be/BrXZd_ReOHA">Youtube link https://youtu.be/BrXZd_ReOHA</a>
Hannibal Appliance Co (H)	<a href="https://youtu.be/Q5zXGelz_2A">Youtube link https://youtu.be/Q5zXGelz_2A</a>
<b>Module 5: Creating an Excel Worksheet</b>	
Busan Computer Products Inc. (H)	<a href="https://youtu.be/L3UZzO6O5oM">Youtube link https://youtu.be/L3UZzO6O5oM</a>
Busan Computer Products Inc. (E)	<a href="https://youtu.be/1L9PfJLYR_w">Youtube link https://youtu.be/1L9PfJLYR_w</a>
Busan Computer Products Inc. – How to print excel worksheet to turn in	<a href="https://youtu.be/uPP4GBAT81M">Youtube link https://youtu.be/uPP4GBAT81M</a>
Busan Computer Products Inc. BEP graph	<a href="https://youtu.be/3JZV7J5RNf8">Youtube link https://youtu.be/3JZV7J5RNf8</a>

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<b>MMGG Textbook Cases</b>	<b>Youtube link</b>
<b>Module 6: Creating PPT presentation</b> , using Busan Computer Products Inc. data	<a href="https://youtu.be/iYkicP1INj8">Youtube link https://youtu.be/iYkicP1INj8</a>
<b>Module 11: Net Present Value</b>	<a href="https://youtu.be/74SpJI-KgGI">Youtube link https://youtu.be/74SpJI-KgGI</a>
Samraat Maurya Corporation (E)	<a href="https://youtu.be/a9YU3Rqe_Js">Youtube link https://youtu.be/a9YU3Rqe_Js</a>
<b>Module 9: Pricing Decisions</b>	<a href="https://youtu.be/7TqY0MuTQbA">Youtube link https://youtu.be/7TqY0MuTQbA</a>
Target pricing LSLC (H)	<a href="https://youtu.be/mBcXqGcUKsU">Youtube link https://youtu.be/mBcXqGcUKsU</a>
Target pricing Printo Printers (H)	<a href="https://youtu.be/PF-qRP9Eka4">Youtube link https://youtu.be/PF-qRP9Eka4</a>
Price elasticity (H)	<a href="https://youtu.be/ZS9aVymDpzM">Youtube link https://youtu.be/ZS9aVymDpzM</a>
Shaaka for Life (E)	<a href="https://youtu.be/QHgMBg54RVM">Youtube link https://youtu.be/QHgMBg54RVM</a>
<b>Module 10: Place / Distribution Decisions</b>	<a href="https://youtu.be/c75fS-MIY5w">Youtube link https://youtu.be/c75fS-MIY5w</a>
Secure Craft Inc. (H)	<a href="https://youtu.be/WZ0fLtZOPxg">Youtube link https://youtu.be/WZ0fLtZOPxg</a>
Backyard Bonanza Inc. (H)	<a href="https://youtu.be/C7i5O8QcwoM">Youtube link https://youtu.be/C7i5O8QcwoM</a>
<b>Module 8: Promotion Decisions</b>	<a href="https://youtu.be/cbwjHXMf8CM">Youtube link https://youtu.be/cbwjHXMf8CM</a>
Wichita Super Bag Company	<a href="https://youtu.be/tboJ9oYGRuo">Youtube link https://youtu.be/tboJ9oYGRuo</a>
Boulder Electronics Company	Work on your own
Pegasus Pegasus addendum	<a href="https://youtu.be/bvRgDfxnmjM">Youtube link https://youtu.be/bvRgDfxnmjM</a> <a href="https://youtu.be/KI-jLPoVXbs">Youtube link https://youtu.be/KI-jLPoVXbs</a>
SmileBrite Inc.	<a href="https://youtu.be/nx5RLEabX-l">Youtube link https://youtu.be/nx5RLEabX-l</a>
Texas Grills Inc.	<a href="https://youtu.be/bM2p2e993gs">Youtube link https://youtu.be/bM2p2e993gs</a>
Lafayette Valves	<a href="https://youtu.be/AXg32Tu6Vvl">Youtube link https://youtu.be/AXg32Tu6Vvl</a>
Finn Fones Inc.	<a href="https://youtu.be/bAfwWvGHp2o">Youtube link https://youtu.be/bAfwWvGHp2o</a>

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MMGG Textbook Cases	Youtube link
Promotion Cannibalization at Baja Foods Inc.	<a href="https://youtu.be/L6UybK7s59I">Youtube link https://youtu.be/L6UybK7s59I</a>
Dijon Consumer Products Incorporated	<a href="https://youtu.be/aouvsNa0Jec">Youtube link https://youtu.be/aouvsNa0Jec</a>
Promotion Cannibalization at Swaaguth Inc.	<a href="https://youtu.be/4LRYdryDIX4">Youtube link https://youtu.be/4LRYdryDIX4</a>
<b>Module 7 Product Decisions</b>	<a href="https://youtu.be/tdwV9YSHrFA">Youtube link https://youtu.be/tdwV9YSHrFA</a>
New Product Decision at Denton Delectable Delicacies	<a href="https://youtu.be/pK33tlj1Rvl">Youtube link https://youtu.be/pK33tlj1Rvl</a>
Lone Star Publishing Company	Work on your own
New Product Decision at Fresno Treats Inc.	<a href="https://youtu.be/e7EdVDGBAkg">Youtube link https://youtu.be/e7EdVDGBAkg</a>
New Product Decision at Wipra	<a href="https://youtu.be/qpweAX560o4">Youtube link https://youtu.be/qpweAX560o4</a>
Product Cannibalization at Great Lakes Inc.	<a href="https://youtu.be/LttAnGMVfqg">Youtube link https://youtu.be/LttAnGMVfqg</a>
Product Cannibalization at Hannibal Co.	<a href="https://youtu.be/k50_kcPJy5w">Youtube link https://youtu.be/k50_kcPJy5w</a>
Cannibalization: Smarter Appliances Inc.	<a href="https://youtu.be/JXBh0Z6V-2o">Youtube link https://youtu.be/JXBh0Z6V-2o</a>
Product Cannibalization at Corinth Canning Company	<a href="https://youtu.be/AsCUJobUxSso">Youtube link https://youtu.be/AsCUJobUxSso</a>
Product Cannibalization at Arnol-D Corp	<a href="https://youtu.be/_nWwFgfQpvg">Youtube link https://youtu.be/_nWwFgfQpvg</a>
Product Cannibalization at Aztec Pharma	<a href="https://youtu.be/BHJffA8OebY">Youtube link https://youtu.be/BHJffA8OebY</a>

Table 3: Tentative Schedule

#	Date	Metrics	MBTN Module and certificates	MBTN Set	MMGG module
1	1.21	Percentages	1	1	1
2	1.23	Growth Rates	2	1	1

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#	Date	Metrics	MBTN Module and certificates	MBTN Set	MMGG module
3	1.28	Introduction to Financial Statements	3 – PIM	1	2
4	1.30	Introduction to Margins	4 – PIM	1	3
5	2.4	Calculating Margins	5 – PIM	1	3
6	2.6	Calculating Margins	5 – PIM	1	3
7	<b>2.7-2.9</b>	<b>11:30 pm – 11:30 pm Module 1 &amp; 2</b>			<b>Quiz 1</b>
8	2.11	Calculating Margins	5 – PIM	1	3
9	2.13	Breakeven Analyses	6 – PIM	1	4
10	2.18	Breakeven Analyses	6 – PIM	1	4
11	2.20	Constructing an Excel worksheet <b>MBTN exercise set 1 due</b> <i>PIM attempt 1 (each attempt must be 7 days apart. You can certainly start attempt prior to this day)</i>			5
12	2.25	Constructing a PowerPoint presentation			6
13	2.27	Profit Dynamics <b>Challenging case 1 due</b> <i>PIM attempt 2</i>	7 – PIM/PDA	1	4
14	3.3	Market Share I	8	1	4
15	3.5	Market Share II <i>PIM attempt 3</i>	9	2	4
16	3.10	Net Present Value I	15	2	11
17	3.12	Net Present Value I <i>PIM attempt 4</i>	15	2	11
18	3.24	Customer Lifetime Value I	16	2	11
19	3.26	<b>Challenging case 2 due</b> Pricing I: Linear Demand <i>PIM certificate due</i>	13 – PDA	2	9
20	<b>3.27-29</b>	<b>11:30 pm – 11:30 pm Module 3 &amp; 4</b>			<b>Quiz 2</b>
21	4.2	Pricing I: Linear Demand	13 – PDA	2	9
22	4.7	Distribution	14 – DM	2	10
23	4.14	Advertising	11 – AM	2	8
24	4.16	Advertising <b>Challenging case 3 due</b>	11 – AM	2	8
25	4.21	Web	12 – AM	2	8
26	4.23	Product Cannibalization	10 – PIM	2	7
27	4.28	<b>MBTN exercise set 2 due</b> Product Cannibalization	10 – PIM	2	7

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#	Date	Metrics	MBTN Module and certificates	MBTN Set	MMGG module
28	4.30	Catchup and Review			
29	<b>5.1-5.3</b>	<b>11:30 pm - 11:30 pm Module 7 – 11</b> <i>AM certificate extra credit due (if you want to work toward this extra credit opportunity, be sure to remember that each attempt is 7 days apart)</i>			<b>Quiz 3</b>
30	<b>5.8-10</b>	<b>Comprehensive Module 1 - 11</b>			<b>Final exam</b>

**\*PIM: Profit Impact Metrics Certificate**

**\*CLM: Customer Lifetime Value Certificate**

**\*PDA: Pricing and Demand Analytics Certificate**

**\*AM: Advertising and Web Metrics Certificate**

**\*DM: Distribution Metrics Certificate**

**YOU ARE ONLY REQUIRED TO COMPLETE PIM CERTIFICATE. AM CERTIFICATE IS EXTRA CREDIT.**

## COURSE DESCRIPTION

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

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## 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 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

### 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

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### 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.

### 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.

### 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 e-mail (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.



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### 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 84<sup>th</sup> Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are 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.

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### 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 4: Class Components

Category	Maximum point
MBTN set 1	50
Challenging Case 1	50
Challenging Case 2	100
Challenging Case 3	100
Quiz 1 (25 questions)	50
Quiz 2 (25 questions)	100
Quiz 3 (25 questions)	100
MBTN set 2	50
MBTN – Profit Impact Metrics Certificate	100 (or 0 if not passed)
Final Exam (50 questions)	300
TOTAL	1000

\*MBTN – Advertising and Web Metrics Certificate extra credit opportunity = 30 points

Table 5: 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.

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\*\*\*\*In order to help students keep track of their progress toward course objectives, the instructor for this class will provide a Midterm Progress Report through each student's WebWorld account. [specify here whether midterm progress for ALL or just at-risk students will be reported]. Midterm grades will not be reported on the students' transcript; nor will they be calculated in the cumulative GPA. They simply give students an idea of where they stand at the midpoint of the semester. Students earning below a C at the midway point should [provide instructions here: schedule a meeting with the professor? Seek out tutoring? Both?]

### MBTN Exercises 1 & 2

Your average % on these sets equal to your MBTN exercise grades.

### Challenging case 1, 2, & 3

You will be asked to create and solve a marketing problem as well as produce a power point presentation from scratch.

### Quizzes

Quizzes consist of 25 multiple choice questions and open notes. All three quizzes will be based on MMGG book material and class discussions.

### LATE SUBMISSION

***Every 24-hour delay beyond the assigned due date and time will result in a deduction of 25% in the grade for that submission only. Every 1-hour delay will result in a deduction of 5 points.***

***You can submit assignments through D2L or in my office. If you choose to submit through D2L, your turn-in pages MUST BE in the order described in the assignment AND in pdf. format. Failure to do so will result in grade deductions as indicated in the assignment.***