

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 9:30-11:00 AM, 12:30-2:00 PM; 3:30-5:30 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 via the Virtual Lab. Learn how to do this).

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.

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.”

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

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- 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.

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

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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 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

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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
MBTN set 1 (1,2,3)	100
Challenging Case 1	50
Challenging Case 2	100
Challenging Case 3	100
Quiz 1	50
Quiz 2	100
Quiz 3	100
MBTN set 2 (4,5,6)	100
Final Exam	300
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

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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 Exercises 1 & 2

Your average % on these sets equal to your MBTN exercise grades. Set 1 includes MBTN module 1, 2, 3. Set 2 includes MBTN module 4, 5, 6.

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 pfd. format. Failure to do so will result in grade deductions as indicated in the assignment.

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TABLE 3: TENTATIVE SCHEDULE

#	Date	Metrics	MBTN set	MMGG Module
1	1.15	Percentages	1	1
2	1.17	Growth Rates	1	1
3	1.22	Introduction to Financial Statements		2
4	1.24	Introduction to Margins	1	3
5	1.29	Calculating Margins	2	3
6	1.31	Calculating Margins MBTN exercise set 1 due		3
7	2.1-3	11:30 pm – 11:30 pm Module 1 & 2		Quiz 1
8	2.5	Calculating Margins		3
9	2.7	Breakeven Analyses	2	4
10	2.12	Breakeven Analyses		4
11	2.14	Constructing an Excel worksheet		5
12	2.19	Constructing a PowerPoint presentation		6
13	2.21	Profit Dynamics Challenging case 1 due	2	4
14	2.26	Market Share I		4
15	2.28	Market Share II		4
16	3.5	Net Present Value I MBTN exercise set 2 due		11
17	3.7	Net Present Value I		11
18	3.12	Customer Lifetime Value I		11
19	3.14	Challenging case 2 due Pricing I: Linear Demand		9
20	3.13-15	11:30 pm – 11:30 pm Module 3 & 4		Quiz 2
21	3.26	Pricing I: Linear Demand		9
22	3.28	Distribution		10
23	4.2	Advertising		8
24	4.4	Advertising Challenging case 3 due		8
25	4.9	Web		8
26	4.11	Product Cannibalization		7
27	4.16	Product Cannibalization		7
28	4.23	Catchup and Review		
29	4.26-28	11:30 pm - 11:30 pm Module 7 - 11		Quiz 3
30	5.3-5	Comprehensive Module 1 - 11		Final exam