

Marketing Metrics

Course Syllabus

1. General Information

Course name: Marketing Metrics

Course code: MAR

Number of credits: 3

Instructors:

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2. Objectives

The aim of this course provides students with up-to-date and comprehensive knowledge about measuring marketing performance in the digital environment, marketing metrics, and how to use them to measure marketing performance and provide direction for adjustment. and optimize digital marketing activities in the context of optimal marketing (performance marketing)

This course takes an applied and data-driven approach to understand how firms make decisions about marketing investments. Through lectures, exercises, case studies, and a project, students learn how to use metric-driven tools and techniques to enhance marketing decisions

3. Abstract

This course has now been updated with new techniques and even more practical insights, and is the definitive guide to today's most valuable marketing metrics. Four leading marketing researchers help students choose the right metrics for every challenge, and use models and dashboards to translate numbers into real management insight.

This course shows how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and “triangulate” to optimal solutions. Students will discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and pricing; products and portfolios; customer profitability; sales forces, channels, and more. The course consists of important core modules: share metrics, margins and profits, pricing, product and portfolio management, sales force management, promotion profitability, and customer profitability...

4. Teaching and learning methods

Lectures:	34h
In class discussion & practice:	10h
Individual reading:	1h

5. Prerequisites

Principles of marketing, Digital marketing, IMC

6. Learning Outcomes

The key learning objective is to provide students with an overview of tools and techniques that can be used to quantify the strategic value of marketing initiatives. Effective marketing measurement requires the understanding of the input variables and the results and effects of marketing decisions at both the firm level as well as on other marketing variables. This course will focus on the strategic value of marketing initiatives and provide students with the theoretical frameworks for marketing analytics, marketing mix management, and optimization and return on marketing investment models. Topics of emerging importance include customer lifetime value, social and digital media measurement, and cross attribution.

Through a combination of lectures, group projects, case studies, and classroom discussions, the course will prepare students that are interested in the development and application side of marketing metrics models as well as general marketing practitioners as users of the information. By the end of the course, students will have a general understanding of the most important marketing metrics, the development of ROMI models, the interpretation and evaluation of the results and be able to propose KPI and ROMI dashboards for their companies and suggest ways to improve and grow the profitability of different elements of the marketing mix.

Specifically, on successful completion of this unit a student will:

1. *Understand basic principles of marketing metrics*
2. *Understand marketing measurement*
3. *Determine result-oriented marketing metrics*
4. *Understand the return on Marketing Investment models, KPI dashboards*
5. *Determine emerging media and technology trends and challenges*
6. *Understand data availability and organizational requirements*

7. Assessment Criteria

<p><i>Learning outcomes</i> <i>On successful completion of this unit a student will:</i></p>	<p><i>Assessment criteria for pass the student can:</i></p>
<p><i>LO1- Understand basic principles of marketing metrics</i></p>	<ul style="list-style-type: none"> - Explain a basic overview of the importance of marketing measurement - Explain the underlying cause and effect relationships of marketing measurement.
<p><i>LO2 - Understand marketing measurement</i></p>	<ul style="list-style-type: none"> - Discuss the various aspects of designing a marketing measurement framework, - Analyze the effectiveness of individual marketing instruments, including the available metrics, and assess their applicability and suitability for various companies.
<p><i>LO3 - Determine result-oriented marketing metrics</i></p>	<ul style="list-style-type: none"> - Explain marketing investment is intended to improve the overall performance and profitability of a company - Understand and establish the effect of all investment on tangible and measurable company performance metrics
<p><i>LO4 - Understand the return on Marketing Investment models, KPI dashboards</i></p>	<ul style="list-style-type: none"> - Explain big data availability and processing has led to the development of complex ROMI models that can be used to predict the results of marketing investments based on historical data modeling as a result. - Determine the optimal marketing spend level, resource allocation and spend optimization.

<i>Learning outcomes On successful completion of this unit a student will:</i>	<i>Assessment criteria for pass the student can:</i>
<i>LO5 - Determine emerging media and technology trends and challenges</i>	<ul style="list-style-type: none"> - Explain increasing portions of marketing budgets are devoted to new digital platforms and tools and need to be integrated into traditional ROMI models
<i>LO6 - Understand data availability and organizational requirements</i>	<ul style="list-style-type: none"> - Explain effective marketing measurement requires a formalized process. - Understand organizations that embrace and excel at marketing effectiveness have instituted skilled marketing measurement organizations and models, supported by senior management endorsement.

8. Outlines

Chapter 1: Introduction

Introduction

- 1.1 What Is a Metric?
- 1.2 Why Do You Need Metrics?
- 1.3 Marketing Metrics: Opportunities, Performance, and Accountability
- 1.4 Choosing the Right Numbers
- 1.5 What Are We Measuring?
- 1.6 Value of Information
- 1.7 Mastering Metrics
- 1.8 Where Are the “Top Ten” Metrics?
- 1.9 What Is New in the Fourth Edition?
- 1.10 New Developments in the World of Marketing Metrics

Chapter 2: Share of Hearts, Minds, and Markets

- 2.1 Market Share
- 2.2 Relative Market Share and Market Concentration
- 2.3 Brand Development Index and Category Development Index
- 2.4 Penetration
- 2.5 Share of Requirements
- 2.6 Usage Index
- 2.7 Awareness, Attitudes, and Usage (AAU): Metrics of the Hierarchy of Effects

2.8 Customer Satisfaction and Willingness to Recommend

2.9 Net Promoter

2.10 Willingness to Search

2.11 Neuroscience Measures

Chapter 3: Margins and Profits

3.1 Margins

3.2 Prices and Channel Margins

3.3 Average Price per Unit and Price per Statistical Unit

3.4 Variable Costs and Fixed Costs

3.5 Marketing Spending-Total, Fixed, and Variable

3.6 Break-Even Analysis and Contribution Analysis

3.7 Profit-Based Sales Targets

Chapter 4: Product and Portfolio Management

4.1 Trial Repeat, Penetration, and Volume Projections

4.2 Growth: Percentage and CAGR

4.3 Cannibalization Rates and Fair Share Draw

4.4 Brand Equity Metrics

4.5 Conjoint Utilities and Consumer Preference

4.6 Segmentation Using Conjoint Utilities

4.7 Conjoint Utilities and Volume Projection

Chapter 5: Customer Profitability

5.1 Customers, Recency, and Retention

5.2 Customer Profit

5.3 Customer Lifetime Value

5.4 Prospect Lifetime Value Versus Customer Value

5.5 Acquisition Versus Retention Cost

Chapter 6: Sales Force Management

6.1 Sales Force Coverage: Territories

6.2 Sales Force Objectives: Setting Goals

6.3 Sales Force Effectiveness: Measuring Effort, Potential and Results

6.4 Sales Force Compensation: Salary/Reward Mix

6.5 Sales Force Tracking: Pipeline Analysis

Chapter 7: Pricing Strategy

7.1 Price Premium

7.2 Reservation Price and Percent Good Value

7.3 Price Elasticity of Demand

7.4 Optimal Prices and Linear and Constant Demand Functions

7.5 Own, Cross, and Residual Price Elasticity

Chapter 8: Promotion

8.1 Baseline Sales, Incremental Sales, and Promotional Lift

8.2 Redemption Rates, Costs for Coupons and Rebates, and Percentage Sales with Coupon

8.3 Promotions and Pass-Through

8.4 Price Waterfall

Chapter 9: Advertising and Sponsorship Metrics

9.1 Advertising: Impressions, Exposures, Opportunities-to-See (OTS), Gross Rating Points (GRP), and Target Rating Points TRPs)

9.2 Cost per Thousand Impressions (CPM) Rates

9.3 Reach, Net Reach, and Frequency

9.4 Frequency Response Functions

9.5 Effective Reach and Effective Frequency

9.6 Share of Voice

9.7 Advertising Elasticity of Demand

9.8 Return on Advertising Spend (ROAS)

9.9 Equivalent Media Value from Sponsorship

9.10 Sponsorship ROI

Chapter 10: Online, Email, and Mobile Metrics

10.1 Impressions and Pageviews

10.2 Media Display Time and Interaction Rate

10.3 Clickthrough Rates

10.4 Cost per Impression, Cost per Click, and Cost per Order

10.5 Visits, Visitors, and Abandonment

10.6 Bounce Rate (website)

10.7 Social Media Metrics: Friends/Followers/Supporters/Likes

10.8 Downloads

10.9 Mobile Metrics

10.10 Email Metrics

Chapter 11: Marketing and Finance

11.1 Net Profit and Return on Sales

11.2 Return on Investment

11.3 Economic Profit—EVA

11.4 Evaluating Multi-period Investments

11.5 Marketing Return on Investment

11.6 Financial Market Measures

11.7 Combined Market and Accounting Measures

Chapter 12: The Marketing Metrics X-Ray and Testing

12.1 The Marketing Metrics X-Ray

12.2 The Value of Information

12.3 Testing

Chapter 13: System of Metrics

13.1 Modeling Firm Performance

13.2 Three Reasons for Using Systems of Identities in Marketing

13.3 Marketing Mix Models: Monitoring Relationships Between Marketing Decisions and Objectives

13.4 Related Metrics and Concepts

9. Required Textbooks

Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020) *Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)*, Pearson

10. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
1	<i>Chapter 1: Introduction</i>	<ul style="list-style-type: none">• Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria• The definition of marketing metrics and the growing complexity of marketing metrics• The role and value of marketing metrics• Understand measurable performance and accountability have become the keys to marketing success.• Understand marketers, general managers, and business students needed a comprehensive, practical reference on the metrics used to judge marketing programs and quantify their results. <p><u>Activity</u></p>	<p><u>Before class:</u></p> <ul style="list-style-type: none">• Reading the course's syllabus• Reading part 1, Section 1 to 10, <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 1-16

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> - Discuss marketing metrics industry 	
2	<i>Chapter 2: Share of Hearts, Minds, and Markets</i>	<ul style="list-style-type: none"> • Market Share • Relative Market Share and Market Concentration • Brand Development Index and Category Development Index • Penetration • Share of Requirements 	<p><u>Before class:</u></p> <p>Reading part 2, Section 1 to 5 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 17-39</p>
3	<i>Chapter 2: Share of Hearts, Minds, and Markets (cont.)</i> <i>Group Assignment Coaching</i>	<ul style="list-style-type: none"> • Usage Index • Awareness, Attitudes, and Usage (AAU): Metrics of the Hierarchy of Effects • Customer Satisfaction and Willingness to Recommend • Net Promoter • Willingness to Search • Neuroscience Measures <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss customer satisfaction with products and dealers, the quantification of which is growing in importance among marketing professionals. <ul style="list-style-type: none"> • Results Group Assignment Coaching • Review of contents of group 	<p><u>Before class:</u></p> <ul style="list-style-type: none"> • Formulating the students' groups for the group assignment • Reading the requirements of the group assignment • Reading part 2, Section 6 to 11 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020),

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		assignment <ul style="list-style-type: none"> • Answer students' questions on group assignment 	pp. 39-65
4	Chapter 3: Margins and Profits	<ul style="list-style-type: none"> • Margins • Prices and Channel Margins • Average Price per Unit and Price per Statistical Unit <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p><u>Before class:</u></p> <p>Reading part 3, Section 1 to 3 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 65-92</p>
5	Chapter 3: Margins and Profits (cont.)	<ul style="list-style-type: none"> • Variable Costs and Fixed Costs • Marketing Spending-Total, Fixed, and Variable • Break-Even Analysis and Contribution Analysis • Profit-Based Sales Targets <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss the use of “statistical” and standard units in tracking price changes over time - Discuss the use of fixed- and variable-cost estimates in calculating the break-even levels of sales and contribution. - Answer students' questions related to the group assignment 	<p><u>Before class:</u></p> <p>Reading part 3, Section 4 to 7 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 93-110</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> • Do task on collecting and evaluating observation data of the group assignment
6	Chapter 4: Product and Portfolio Management	<ul style="list-style-type: none"> • Trial Repeat. Penetration, and Volume Projections • Growth: Percentage and CAGR • Cannibalization Rates and Fair Share Draw 	<p><u>Before class:</u></p> <p>Reading part 4, Section 1 to 7 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance</i></p>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> • Brand Equity Metrics • Conjoint Utilities and Consumer Preference • Segmentation Using Conjoint Utilities • Conjoint Utilities and Volume Projection <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p>(4th Edition), Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 110-156</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> • Do task on collecting and analyzing qualitative data of the group assignment
7	Chapter 5: Customer Profitability	<ul style="list-style-type: none"> • Customers, Recency, and Retention • Customer Profit • Customer Lifetime Value <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discusses how to calculate and interpret customer lifetime value. One of the more important uses of customer lifetime value is to inform prospecting decisions. - Answer students' questions related to the group assignment 	<p><u>Before class:</u></p> <p>Reading part 5, Section 1 to 3 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 156-177</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> • Do task on collecting and analyzing qualitative data of the group assignment (cont.)
8	Chapter 5: Customer Profitability (cont.)	<ul style="list-style-type: none"> • Prospect Lifetime Value Versus Customer Value • Acquisition Versus Retention Cost <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discusses acquisition and retention spending—two metrics firms track in order to monitor the performance of these two important kinds of 	<p><u>Before class:</u></p> <p>Reading part 5, Section 4 to 5 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N.,</p>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<p>marketing spending—spending designed to acquire new customers and spending designed to retain and profit from existing customers</p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p>Pfeifer, P.E. and Reibstein, D. (2020), pp. 177-184</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> • Do task on collecting quantitative data of the group assignment
9	Chapter 6: Sales Force Management	<ul style="list-style-type: none"> • Sales Force Coverage: Territories • Sales Force Objectives: Setting Goals • Sales Force Effectiveness: Measuring Effort. Potential and Results <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss sales force metrics. List and define the most common measures for determining whether sales force effort and geographic coverage are adequate. - Discuss pipeline metrics analysis, which is useful in making sales forecasts and in allocating sales force effort to different stages of the selling process. Pipeline metrics are used to examine a sequence of selling activities, from lead generation, through follow-up, to conversion and sales. 	<p><u>Before class:</u></p> <p>Reading part 6, Section 1 to 3 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 184-202</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> • Do task on collecting quantitative data of the group assignment (cont.)
10	Chapter 6: Sales Force Management (cont.)	<ul style="list-style-type: none"> • Sales Force Compensation: Salary/Reward Mix • Sales Force Tracking: Pipeline Analysis <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss measures of product distribution and availability. For 	<p><u>Before class:</u></p> <p>Reading part 6, Section 4 to 5 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N.,</p>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<p>manufacturers who approach their market through resellers, three key metrics provide an indication of “listings”—the percentage of potential outlets that stock their products. These include numeric distribution, which is unweighted; ACV, the industry-standard; and PCV, a category-specific measure of product availability.</p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p>Pfeifer, P.E. and Reibstein, D. (2020), pp. 202-225</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> • Do task on collecting quantitative data of the group assignment (cont.)
11	Chapter 7: Pricing Strategy	<ul style="list-style-type: none"> • Price Premium • Reservation Price and Percent Good Value • Price Elasticity of Demand • Optimal Prices and Linear and Constant Demand Functions • Own, Cross, and Residual Price Elasticity <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss the concepts that form the foundation of price-quantity schedules—also known as demand functions or demand curves. These include reservation prices and percent good value. - Discussing other considerations in collecting quantitative data 	<p><u>Before class:</u></p> <p>Reading part 7, Section 1 to 5 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 225-271</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> • Do task on collecting quantitative data of the group assignment (cont.)
12	Middle exam Group assignment tutorial	<ul style="list-style-type: none"> • Middle exam • Give advices to students in order to perform the collection of quantitative data • Answer students' questions related to the 	<p><u>After class:</u></p> <ul style="list-style-type: none"> • Do task on collecting quantitative data of the group assignment

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		group assignment	(cont.)
13	Chapter 8: Promotion	<ul style="list-style-type: none"> Baseline Sales. Incremental Sales, and Promotional Lift Redemption Rates, Costs for Coupons and Rebates, and Percentage Sales with Coupon Promotions and Pass-Through Price Waterfall <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p><u>Before class:</u></p> <p>Reading part 8, Section 1 to 5 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 271-295</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> Do task on preparing quantitative data of the group assignment
14	Chapter 9: Advertising and Sponsorship Metrics	<p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss advertising is the cornerstone of many marketing strategies. The positioning and communications conveyed by advertising often set the tone and timing for many other sales and promotion efforts. Advertising is not only the defining element of the marketing mix, but it is also expensive and notoriously difficult to evaluate. This is because it is not easy to track the incremental sales associated with advertising decisions. - Discuss media metrics that reveal how many people may be exposed to an advertising campaign, how often those people have an 	<p><u>Before class:</u></p> <p>Reading part 9, Section 1 to 10 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 295-325</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> Do task on preparing quantitative data of the group assignment (cont.)

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<p>opportunity to see the ads, and the cost of each potential impression. Introduce the vocabulary of advertising metrics, including such terms as impressions, exposures, OTS, rating points, GRPs, net reach, effective frequency, and CPMs.</p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	
15	Chapter 10: Online, Email, and Mobile Metrics	<ul style="list-style-type: none"> • Impressions and Pageviews • Media Display Time and Interaction Rate • Clickthrough Rates • Cost per Impression, Cost per Click, and Cost per Order • Visits, Visitors, and Abandonment • Bounce Rate (website) • Social Media Metrics: Friends/Followers/Supporters/Likes • Downloads • Mobile Metrics • Email Metrics <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss the Internet increasingly provides valuable opportunities to augment traditional broadcast and print advertising with interactive media. - Answer students' questions related to the group assignment 	<p><u>Before class:</u></p> <p>Reading part 10, Section 1 to 10 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 325-363</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> • Do task on analyzing quantitative data of the group assignment
16	Chapter 11: Marketing and Finance	<ul style="list-style-type: none"> • Net Profit and Return on Sales • Return on Investment • Economic Profit—EVA • Evaluating Multi-period Investments 	<p><u>Before class:</u></p> <p>Reading part 11, Section 1 to 7 , <i>Marketing Metrics: The Manager's Guide to Measuring</i></p>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> Marketing Return on Investment Financial Market Measures Combined Market and Accounting Measures <p><u>Activity</u></p> <ul style="list-style-type: none"> Discuss for multi-period projects, three of the most common metrics are payback, net present value (NPV), and internal rate of return (IRR) Answer students' questions related to the group assignment 	<p><i>Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 363-383</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> Do task on analyzing quantitative data of the group assignment (cont.)
17	<i>Chapter 12: The Marketing Metrics X-Ray and Testing</i>	<ul style="list-style-type: none"> The Marketing Metrics X-Ray The Value of Information Testing <p><u>Activity</u></p> <ul style="list-style-type: none"> Answer students' questions related to the group assignment 	<p><u>Before class:</u></p> <p>Reading part 12, Section 1 to 3 , <i>Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th Edition)</i>, Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 383-401</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> Do task on analyzing quantitative data of the group assignment (cont.) Do task on preparing research report of the group assignment
18	<i>Chapter 13: System of Metrics</i>	<ul style="list-style-type: none"> Modeling Firm Performance Three Reasons for Using Systems of Identities in Marketing 	<p><u>Before class:</u></p> <p>Reading part 13, Section 1 to 4 , <i>Marketing Metrics: The Manager's Guide to Measuring</i></p>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> Marketing Mix Models: Monitoring Relationships Between Marketing Decisions and Objectives Related Metrics and Concepts <u>Activity</u> - Answer students' questions related to the group assignment	<i>Marketing Performance (4th Edition)</i> , Pearson , Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D. (2020), pp. 401-415 <u>After class:</u> <ul style="list-style-type: none"> Do task on preparing research report of the group assignment (cont.)
19	Oral presentations of group assignment	<ul style="list-style-type: none"> Oral presentation of group research project by groups of students Q&A on each research project Each oral presentation must not be longer than 15 minutes 	<u>Before class:</u> <ul style="list-style-type: none"> Submitting search engine marketing project report Preparing and submitting slides for oral presentation
20	Oral presentations of group assignment	<ul style="list-style-type: none"> Oral presentation of group research project by groups of students Q&A on each research project Each oral presentation must not be longer than 15 minutes 	<u>Before class:</u> <ul style="list-style-type: none"> Submitting search engine marketing project report Preparing and submitting slides for oral presentation
21	Feedback on the group Assignment	<ul style="list-style-type: none"> Give comments on the group assignment 	
22	General review and discussion	<ul style="list-style-type: none"> Give a general review of the course's contents and discussion 	

11. Grading Policy

	<i>Assignment</i>	<i>Importance</i>
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 12th slot, students will be given a case study/a scenario with some relevance to the search engine marketing topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

This assignment encourages students to apply knowledge and develop skills in marketing metrics in a real case in order to become familiar with the reality of marketing metrics activities.

The group research assignment requires students to work with other members in an assigned group to conduct a real project and present a report. Learners will choose or be assigned a scenario/a real firm.

The team project will be the unifying learning experience of the course. The project should be worked on concurrently with the classes in teams of 5 students (maybe one or two teams of 4). The project will illustrate how to determine marketing measures (inputs), how to select and/or develop measures of marketing effectiveness for the company/firm (outputs), and how to use the selected outputs to make business decisions.

Each team will need to:

1. Select a company
2. Identify the key marketing decision(s) that students think the business/firm needs to make and determine what should be measured and where the results will be seen.

• Note: Students are not to depend on what is stated in the annual report. The student's team makes the decision of what needs to be done in terms of marketing actions.

3. Select up to 8-10 marketing metrics for a marketing dashboard for the company
 - Explain why you have selected these 8-10 metrics
 - Two of your 8-10 metrics should be underperforming
 - Explain the interrelationships among the measures and the other parts of the firm
 - Explain whether the metrics could currently exist or will have to be created
 - If could currently exist, wherein the firm
 - If they have to be created, what will be the source of the data? (i.e., how will measure them)?
4. Draw or sketch out what your dashboard would look like and be prepared to discuss in Class
5. Explain which of the selected measure(s) provides an estimate of Return on Marketing Investment (ROMI)
6. Determine how to assess the profit impact of company blogging and advertising
7. Describe the business and marketing decisions that are impacted by each of the selected 8-10 marketing metrics
 - Describe how you can move those levers that impact the performance of each selected metric.
8. Include specific values/data that you have (estimates are okay) for each of the metrics that you include in your dashboard; you will have to make up the data as it will not be available
9. What strategic concerns do you have about this company given the dashboard results?
10. Based on the metrics suggest a marketing strategy for the firm
11. Would you tie marketing effectiveness to employee performance?
 - If yes, how would you do that and which measures would you use?
 - If no, why not and how do you motivate employee behavior?

As a result of the group project, each group must deliver a research report and present it. The oral presentation of each group must be no longer than 15 minutes.

Final exam

The final exam consists of from two to three essay questions that might be related to any topic related to marketing research in the course.

