



MKTG310

Marketing Metrics

S2 Day 2017

Dept of Marketing and Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	4
<u>Unit Schedule</u>	5
<u>Policies and Procedures</u>	6
<u>Graduate Capabilities</u>	8
<u>Changes from Previous Offering</u>	10

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General Information

Unit convenor and teaching staff

Unit Convenor

Abas Mirzaei

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Contact via 02 98508560

E4A 639

Thursday 2:00pm to 3:00pm, or by appointment

Credit points

3

Prerequisites

MKTG202 and (MKTG203 or MKTG204 or MKTG207 or MKTG208 or MKTG209)

Corequisites

Co-badged status

Unit description

This unit introduces the conceptual and practical issues in developing models to aid in decision making in marketing. It considers a wide range of problems, with students developing practical skills in model building in applied computer sessions. Students will also translate those analytic models into competitive strategy models by making policy recommendations.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Understand the benefits and objectives of marketing analytics

Apply of spreadsheet-based models to resolve marketing problems

Proficiency in the application of strategic decision models and metrics

Ability to communicate to senior executives through data and data visualisation

General Assessment Information

Late Submissions

No extensions will be granted. There will be a deduction of 10% of the total available marks

made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Brand Evaluation Excel Skills</u>	20%	No	Week #6
<u>Data Visualisation Skills</u>	20%	No	Week #11
<u>Data Analytics Simulation Game</u>	20%	No	Weeks # 5, 7, 9 & 12
<u>Final Examination</u>	40%	No	Examination Period

Brand Evaluation| Excel Skills

Due: **Week #6**

Weighting: **20%**

Individual online submission demonstrating skills in:

- Spreadsheet data manipulation and presentation

Specific assessment tasks, data sets and marking guides are presented in the iLearn website.

On successful completion you will be able to:

- Understand the benefits and objectives of marketing analytics
- Apply of spreadsheet-based models to resolve marketing problems
- Ability to communicate to senior executives through data and data visualisation

Data Visualisation Skills

Due: **Week #11**

Weighting: **20%**

Individual online submissions demonstrating skills in:

- Data visualisation

Specific assessment tasks, data sets and marking guides are presented in the iLearn website.

On successful completion you will be able to:

- Understand the benefits and objectives of marketing analytics
- Proficiency in the application of strategic decision models and metrics

- Ability to communicate to senior executives through data and data visualisation

Data Analytics Simulation Game

Due: **Weeks # 5, 7, 9 & 12**

Weighting: **20%**

Individual online assignment demonstrating skills in:

- Analytics; Decision analysis; Decision Making; Improving Performance; Market Analysis; Social Media Analysis; Marketing Strategy; Product Management

Specific assessment tasks, and Instructional materials, provided by Harvard Business Publishing, are presented in the iLearn website.

On successful completion you will be able to:

- Understand the benefits and objectives of marketing analytics
- Apply of spreadsheet-based models to resolve marketing problems
- Proficiency in the application of strategic decision models and metrics
- Ability to communicate to senior executives through data and data visualisation

Final Examination

Due: **Examination Period**

Weighting: **40%**

Three (3) hour examination, consisting of short-answer questions based on a case problem and conceptual and analytical issues.

On successful completion you will be able to:

- Understand the benefits and objectives of marketing analytics
- Proficiency in the application of strategic decision models and metrics

Delivery and Resources

Recommended Texts and/or Materials

Winston, Wayne L. (2014) *Marketing Analytics: Data-Driven Techniques with Microsoft Excel*, Wiley ISBN: 978-1-118-37343-9

Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D.J. (2015). *Marketing Metrics: The Manager's Guide to Measuring Marketing Performance*. Pearson. ISBN: 978-0-13-408596-8

Grigsby, M. (2015), *Marketing Analytics: A Practical Guide to Real Marketing Science*, KoganPlay EAN: 9780749474171

Unit Web Page

Course material is available on the learning management system ([iLearn](#)). The general online website is <http://ilearn.mq.edu.au>

Teaching and Learning Strategy

This unit is aimed at students who have developed higher levels of strategic insight and who desire improved skills in data manipulation, analysis and presentation. This is a predominantly applied course, designed to provide students with technical and analytical skills. Time in the “lectures” will be mostly a seminar/workshop format, with discussion of problems and demonstration of alternative solutions. Tutorials are held in PC Labs and provide an opportunity to try out different analytical approaches hands-on. The limited face-to-face time in class is not sufficient to learn all that we will need to develop some competence in the software and methods discussed and examined. Students will need to practice and research outside of the classroom.

Research and Practice

This unit draws from current research undertaken by the instructor and other members of the *Faculty of Business and Economics*. Examples of research results, instrumentation, and raw data are used in lectures and workshops to expand on and update the information presented in the unit readings.

Timetable

Timetables for this and other units, and for end-of-session examinations can be found at the [Timetables portal](#): <http://timetables.mq.edu.au>

Inherent Requirement

- It is normally expected that students attempt all assessment tasks for this unit. To pass the unit, a student needs 50% or more marks in total.

Unit Schedule

The following schedule contains topics for each week, and dates for each assessment item.

Textbook readings, and online resources are presented in the Unit Website on [iLearn](#).

Week#	Lecture Topic	Tutorial Activities & Assessment
1	Measurement and Modelling Theory and Philosophy	No Tutorial
2	Market Performance Metrics	Summary Statistics in Excel
3	Analysing Sales Data	PivotTables in Excel

4	Brand Performance Evaluation	Get Started on Excel Assignment
5	Data Visualisation Theory Introducing <i>Tableau Software</i>	Summarising Simple Data in Excel Charts Simulation Game: Round 1 (Online submission: 23:59, Friday, 1 September)
6	Combining data sources, Metadata Visualising events over time	Assignment #1 Consultation Assignment #1: Brand Evaluation Excel Skills (Online submission: 23:59 Friday 8 September)
7	Storytelling with Tableau	Getting Used to Tableau Simulation Game: Round 2 (Online submission: 23:59, Friday, 15 September)
8	Marketing Analytics in <i>Tableau</i>	Data Blending and Chart Creation in Tableau
9	Digital Marketing Analytics	Dashboard Creation in Tableau Simulation Game: Round 3 (Online submission: 23:59, Friday, 13 October)
10	Customer Lifetime Value and Customer Equity	Storyboard Creation in Tableau
11	Introduction to Conjoint Analysis	Assignment #2 Consultation Assignment #2: Data Visualisation (Online submission: 23:59, Friday 27 October)
12	Conjoint Analysis in Practice: Developing a Brand Equity Metric	Simulation Game: Round 4 (Online submission: 23:59, Friday, 3 November)
13	Review and Examination Preparation	Assessments Review and Student Evaluation
	Exam Period	Final Examination

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy_2016.html

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Understand the benefits and objectives of marketing analytics
- Apply of spreadsheet-based models to resolve marketing problems
- Proficiency in the application of strategic decision models and metrics

Assessment tasks

- Brand Evaluation| Excel Skills
- Data Analytics Simulation Game
- Final Examination

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Understand the benefits and objectives of marketing analytics
- Apply of spreadsheet-based models to resolve marketing problems
- Ability to communicate to senior executives through data and data visualisation

Assessment tasks

- Brand Evaluation| Excel Skills
- Data Visualisation Skills
- Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Understand the benefits and objectives of marketing analytics
- Apply of spreadsheet-based models to resolve marketing problems
- Proficiency in the application of strategic decision models and metrics

Assessment tasks

- Brand Evaluation| Excel Skills
- Data Visualisation Skills
- Data Analytics Simulation Game
- Final Examination

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Understand the benefits and objectives of marketing analytics
- Apply of spreadsheet-based models to resolve marketing problems
- Proficiency in the application of strategic decision models and metrics
- Ability to communicate to senior executives through data and data visualisation

Assessment tasks

- Brand Evaluation| Excel Skills
- Data Visualisation Skills
- Data Analytics Simulation Game
- Final Examination

Changes from Previous Offering

No changes are made to in-class exercises and lectures. Unit structure and assessment requirements remain the same.