



# MKTG3010

## Marketing Metrics

Session 1, Special circumstances 2021

*Department of Marketing*

### Contents

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<a href="#"><u>General Information</u></a>	2
<a href="#"><u>Learning Outcomes</u></a>	2
<a href="#"><u>General Assessment Information</u></a>	3
<a href="#"><u>Assessment Tasks</u></a>	3
<a href="#"><u>Delivery and Resources</u></a>	5
<a href="#"><u>Unit Schedule</u></a>	6
<a href="#"><u>Policies and Procedures</u></a>	6
<a href="#"><u>Changes from Previous Offering</u></a>	8

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#### **Disclaimer**

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#### **Notice**

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

Unit convenor/Lecturer

Dr. Jun Yao

[jun.yao@mq.edu.au](mailto:jun.yao@mq.edu.au)

Contact via Contact via Email

3MD 137

Wednesday 2:00pm - 3:00pm

Credit points

10

Prerequisites

40cp at 2000 level or above including MKTG2002 or MKTG202

Corequisites

Co-badged status

Unit description

Data is a key to marketing success. Effective use of data enables organisations to make better marketing decisions and effectively measure their marketing performance. In recent years, data-driven marketing has become increasingly important and prevalent in the business world due to the availability of a growing range of data and computing power. This unit develops students' knowledge and skills in building and interpreting quantitative analytical models. Students learn to apply a range of marketing models and metrics to analyse marketing data that assists in assessing marketing performance and making optimal and competitive marketing decisions. Students gain knowledge on identifying marketing problems, analysing data, interpreting results and developing solutions for a range of marketing issues.

## 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:

**ULO1:** Explain and apply marketing models and metrics to solve a range of marketing problems.

**ULO2:** Analyse and interpret output of marketing analytics to develop management

recommendations.

**ULO3:** Evaluate the assumptions, and acknowledge the limitations, of various marketing models and metrics.

**ULO4:** Communicate marketing problems and solutions effectively through data and data visualisation.

## General Assessment Information

Late assessment submissions must also be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Quantitative Analysis (Conjoint Analysis)</a>	40%	No	Week 6, Friday 11:59PM
<a href="#">Quantitative Analysis (Price Promotion Analysis)</a>	30%	No	Week 9, Friday 11:59PM
<a href="#">Modelling Task</a>	30%	No	Week 13, Friday 11:59PM

### Quantitative Analysis (Conjoint Analysis)

Assessment Type <sup>1</sup>: Quantitative analysis task

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Week 6, Friday 11:59PM**

Weighting: **40%**

This is an individual assessment that involves conjoint analysis with appropriate metrics/models, interpreting output, developing marketing recommendations and reporting.

On successful completion you will be able to:

- Explain and apply marketing models and metrics to solve a range of marketing problems.

- Analyse and interpret output of marketing analytics to develop management recommendations.
- Evaluate the assumptions, and acknowledge the limitations, of various marketing models and metrics.
- Communicate marketing problems and solutions effectively through data and data visualisation.

## Quantitative Analysis (Price Promotion Analysis)

Assessment Type <sup>1</sup>: Quantitative analysis task

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Week 9, Friday 11:59PM**

Weighting: **30%**

This is an individual assessment that involves analysing price promotion data with appropriate metrics/models, interpreting output, developing management recommendations and reporting.

On successful completion you will be able to:

- Explain and apply marketing models and metrics to solve a range of marketing problems.
- Analyse and interpret output of marketing analytics to develop management recommendations.
- Evaluate the assumptions, and acknowledge the limitations, of various marketing models and metrics.
- Communicate marketing problems and solutions effectively through data and data visualisation.

## Modelling Task

Assessment Type <sup>1</sup>: Modelling task

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Week 13, Friday 11:59PM**

Weighting: **30%**

This is an individual assessment that involves analysing marketing data and visualising the data using data visualisation platforms.

On successful completion you will be able to:

- Explain and apply marketing models and metrics to solve a range of marketing problems.
- Analyse and interpret output of marketing analytics to develop management recommendations.
- Communicate marketing problems and solutions effectively through data and data visualisation.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

### Classes

- 2.5 hours teaching per week consisting of: 1 × 1-hour lecture (online) and 1 × 1.5-hour tutorial (lab session or online). Tutorials commence in Week 2.
- The timetable for classes can be found on the university website at:  
<http://timetable.mq.edu.au>

### Required and Recommended Texts and/or Materials

#### **Prescribed text:**

Farris, P., Bendle, N., Pfeifer, P.E. and Reibstein, D.J. (2021) Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (4th edition). Pearson. ISBN: 978-0-13-671713-3

#### **Recommended text:**

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

Grigsby, M. (2015) Marketing Analytics: A Practical Guide to Real Marketing Science. Kogan Page ISBN: 978-0-749-47417-1

### Unit Web Page

- The web page for this unit can be found at: iLearn <http://ilearn.mq.edu.au>
- All announcements and resources will be available on the web site. Resource materials include lecture slides, practice questions, case studies and practice exam questions for both the within-semester and final exams. There is also a forum for student interaction

and contact with faculty. You should consult the course Website several times per week for messages and updates.

## 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. Lecture attendance is critical, as it is only by attending lectures that students will understand the concepts used in tutorials. Tutorials are held in PC Labs and provide an opportunity to practice analytics hands-on using MS-Excel and Tableau software. The limited 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.

## Satisfactory Completion of Unit

It is normally expected that students attempt all assessment tasks for this unit. Students are required to accumulate at least 50% of the total marks possible in order to satisfactorily pass this unit.

## Unit Schedule

Refer to iLearn <http://ilearn.mq.edu.au>

## Policies and Procedures

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

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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> or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## 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>

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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/](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.

## **Changes from Previous Offering**

Final examination is not offered.