MKTG2013

Marketing Metrics

Session 1, In person-scheduled-weekday, North Ryde 2022

Department of Marketing

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Disclaimer

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General Information

Unit convenor and teaching staff
Unit Convenor/Lecturer
Dr. Jun Yao
jun.yao@mq.edu.au
Contact via Contact via Email
3MD 137
Monday 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: Evaluate and apply marketing models and metrics to solve a range of marketing problems.

ULO2: Analyse and interpret output of marketing analytics to develop managerial

recommendations.

ULO3: Communicate marketing problems and solutions in a professional manner through data and data visualisation.

General Assessment Information

Late submissions of assessments Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

Table 1: Penalty calculation based on submission time

Submission time after the due date (including weekends)	Penalty (% of available assessment task mark)	Example: for a non-timed assessment task marked out of 30
< 24 hours	10%	10% x 30 marks = 3-mark deduction
24-48 hours	20%	20% x 30 marks = 6-mark deduction
48-72 hours	30%	30% x 30 marks = 9-mark deduction
72-96 hours	40%	40% x 30 marks = 12-mark deduction
> 96 hours	100%	Assignment won't be accepted

Special Consideration To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

Assessment Tasks

Name	Weighting	Hurdle	Due
Quantitative Analysis 1	40%	No	Week 6, Saturday 11:59PM
Quantitative Analysis 2	30%	No	Week 9, Saturday 11:59PM
Modelling Task	30%	No	Week 13, Friday 11:59PM

Quantitative Analysis 1

Assessment Type [1]: Quantitative analysis task
Indicative Time on Task [2]: 20 hours
Due: **Week 6, Saturday 11:59PM**
Weighting: **40%**

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

On successful completion you will be able to:

- Evaluate and apply marketing models and metrics to solve a range of marketing problems.
- Analyse and interpret output of marketing analytics to develop managerial recommendations.

Quantitative Analysis 2

Assessment Type [1]: Quantitative analysis task
Indicative Time on Task [2]: 15 hours
Due: **Week 9, Saturday 11:59PM**
Weighting: **30%**

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

On successful completion you will be able to:

- Evaluate and apply marketing models and metrics to solve a range of marketing problems.
- Analyse and interpret output of marketing analytics to develop managerial recommendations.

Modelling Task

Assessment Type [1]: Modelling task
Indicative Time on Task [2]: 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:

- Analyse and interpret output of marketing analytics to develop managerial recommendations.
- Communicate marketing problems and solutions in a professional manner through data and data visualisation.

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[1] 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.

[2] 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

Modes of Delivery

- 3 hours teaching per week consisting of: 1 × 1-hour lecture (recording) and 1 × 2-hour tutorial (lab session or online). Tutorials commence in Week 1.
- 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

Technology Used and Required

- Students will need to have access to a personal computer, with access to the Internet and word processor software.
- In laboratories, we will use MS-Word, MS-Excel, and Tableau software.

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.

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

Please refer to iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (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
- Assessment Procedure
- Complaints Resolution 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). 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) 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

Academic Integrity

At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing and maths support, academic skills development and wellbeing consultations.

Student Support

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

The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE
- Upload an assignment to Studiosity
- Complete the 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

Macquarie University offers a range of Student Support Services including:

- IT Support
- Accessibility and disability support with study
- Mental health support
- Safety support to respond to bullying, harassment, sexual harassment and sexual assault
- Social support including information about finances, tenancy and legal issues

Student Enquiries

Got a question? Ask us via AskMQ, or contact Service Connect.

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.

Changes from Previous Offering

NA