MKTG210
Marketing Metrics
D2 2012

Marketing and Management

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General Information

Unit convenor and teaching staff
Unit Convenor
Hume Winzar
hume.winzar@mq.edu.au
Contact via hume.winzar@mq.edu.au
E4A 633
Mondays: 2:00pm to 4:00pm or by appointment

Credit points
3

Prerequisites
MKTG101

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.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes
1. Use spreadsheets and pivot tables to interrogate and summarise large data sets.
2. Apply a range of analytical techniques to gain information for decision making.
3. Recognise different types of business problems and frame appropriate questions.
4. Foundation skills of literacy, numeracy and information technology.
5. Communication skills.
6. Critical analysis skills.
7. Problem-solving skills.
8. Creative thinking skills.
### Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analytical Report 1</td>
<td>10%</td>
<td>Week 5</td>
</tr>
<tr>
<td>Analytical Report #2</td>
<td>15%</td>
<td>Week 7</td>
</tr>
<tr>
<td>Analytical Report #3</td>
<td>15%</td>
<td>Week 9</td>
</tr>
<tr>
<td>Group Project</td>
<td>20%</td>
<td>Week 12</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

#### Analytical Report 1

**Due:** **Week 5**  
**Weighting:** **10%**

**Submission**

Online submission through iLearn.

**Extension**

No extensions.

**Penalties**

Standard 10% per day late, or part thereof. Zero if more than 5 days late.

This Assessment Task relates to the following Learning Outcomes:

- Use spreadsheets and pivot tables to interrogate and summarise large data sets.
- Communication skills.

#### Analytical Report #2

**Due:** **Week 7**  
**Weighting:** **15%**

**Submission**

Online submission through iLearn.

**Extension**

No extensions.

**Penalties**

Standard 10% per day late, or part thereof. Zero if more than 5 days late.
This Assessment Task relates to the following Learning Outcomes:
• Apply an range of analytical techniques to gain information for decision making.
• Communication skills.
• Problem-solving skills.

Analytical Report #3
Due: Week 9
Weighting: 15%
Use a variety of analytical techniques to evaluate various pricing and service options on the market share and profitability of an airline route.

Submission
Online submission through iLearn.

Extension
No extensions.

Penalties
Standard 10% per day late, or part thereof. Zero if more than 5 days late.

This Assessment Task relates to the following Learning Outcomes:
• Foundation skills of literacy, numeracy and information technology.
• Communication skills.
• Problem-solving skills.
• Creative thinking skills.

Group Project
Due: Week 12
Weighting: 20%
Detailed data presentation and report-writing exercise.

Submission
Online submission through iLearn.

Extension
No extensions.

Penalties
Standard 10% per day late, or part thereof. Zero if more than 5 days late.
This Assessment Task relates to the following Learning Outcomes:

- Use spreadsheets and pivot tables to interrogate and summarise large data sets.
- Apply a range of analytical techniques to gain information for decision making.
- Recognise different types of business problems and frame appropriate questions.
- Foundation skills of literacy, numeracy and information technology.
- Communication skills.
- Problem-solving skills.
- Creative thinking skills.

**Final Examination**

Due: University Examination Period

**Weighting:** 40%

**Examination conditions**

3-hour, closed book, during the examination period

This Assessment Task relates to the following Learning Outcomes:

- Apply a range of analytical techniques to gain information for decision making.
- Recognise different types of business problems and frame appropriate questions.
- Foundation skills of literacy, numeracy and information technology.
- Problem-solving skills.
- Creative thinking skills.

**Delivery and Resources**

**Classes**

There are 13 x 3 hours of teaching in this course consisting of a 2-hour Lecture/Seminar each week, and a 1-hour workshop. Lectures and Workshops are in PC labs for hands-on experiential learning.

The timetable for classes can be found on the University web site at: [http://www.timetables.mq.edu.au/](http://www.timetables.mq.edu.au/)

**Prizes**

There are no prizes for this unit. Prizes for other units can be found at: [http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships](http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships)
Required and Recommended Texts and/or Materials

Prescribed Unit Materials


Technology Used and Required

Students are required to learn how to use spreadsheet and word processing programs, statistical software (MINITAB or SPSS) and iLearn.

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 is a predominantly applied course, designed to provide students with analytical skills.

Time in the “lectures” will be mostly a seminar/workshop format, with discussion of problems and demonstration of alternative solutions. Tutorials are an opportunity to try out different analytical approaches hands-on.

Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture Topic</th>
<th>Textbook Chapters</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Measurement, Modelling Theory</td>
<td>CH 1</td>
</tr>
<tr>
<td>2</td>
<td>Buyer Decision Making</td>
<td>CH 2</td>
</tr>
<tr>
<td>3</td>
<td>Buyer Decision Making</td>
<td>CH 2</td>
</tr>
<tr>
<td>4</td>
<td>Marketing Maths</td>
<td>CH 3</td>
</tr>
<tr>
<td>5</td>
<td>Product</td>
<td>CH 4</td>
</tr>
<tr>
<td>6</td>
<td>Product-Brand Equity</td>
<td>CH 4</td>
</tr>
<tr>
<td>7</td>
<td>Product</td>
<td>CH 4</td>
</tr>
<tr>
<td>8</td>
<td></td>
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<tr>
<td>9</td>
<td>Customer Profitability</td>
<td>CH 5</td>
</tr>
<tr>
<td>10</td>
<td>Salesforce and Channel Management</td>
<td>CH 6</td>
</tr>
<tr>
<td>11</td>
<td>Price</td>
<td>CH 7</td>
</tr>
</tbody>
</table>
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:


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

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at: [http://www.mq.edu.au/policy/docs/grading/policy.html](http://www.mq.edu.au/policy/docs/grading/policy.html)
Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Student Support

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: http://students.mq.edu.au/support/.

UniWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills/
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

Student Enquiry Service

Details of these services can be accessed at http://www.student.mq.edu.au/ses/.

Equity Support

Students with a disability are encouraged to contact the Disability Support Unit who can provide appropriate help with any issues that arise during their studies.

IT Help

If you wish to receive IT help, we would be glad to assist you at http://informatics.mq.edu.au/help/.

When using the university’s IT, you must adhere to the Acceptable Use Policy. The policy applies
Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

**Learning outcomes**

- Recognise different types of business problems and frame appropriate questions.
- Creative thinking skills.

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

**Learning outcomes**

- Apply an range of analytical techniques to gain information for decision making.
- Recognise different types of business problems and frame appropriate questions.
- Foundation skills of literacy, numeracy and information technology.
- Communication skills.

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

**Learning outcome**

- Recognise different types of business problems and frame appropriate questions.
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**

- Use spreadsheets and pivot tables to interrogate and summarise large data sets.
- Apply a range of analytical techniques to gain information for decision making.
- Recognise different types of business problems and frame appropriate questions.
- Foundation skills of literacy, numeracy and information technology.
- Critical analysis skills.
- Problem-solving skills.

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**

- Apply a range of analytical techniques to gain information for decision making.
- Communication skills.

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**

- Use spreadsheets and pivot tables to interrogate and summarise large data sets.
• Apply an range of analytical techniques to gain information for decision making.
• Foundation skills of literacy, numeracy and information technology.
• Problem-solving skills.

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

• Use spreadsheets and pivot tables to interrogate and summarise large data sets.
• Apply an range of analytical techniques to gain information for decision making.
• Recognise different types of business problems and frame appropriate questions.
• Foundation skills of literacy, numeracy and information technology.
• Critical analysis skills.
• Creative thinking skills.

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

• Apply an range of analytical techniques to gain information for decision making.
• Recognise different types of business problems and frame appropriate questions.
• Foundation skills of literacy, numeracy and information technology.
• Communication skills.
• Problem-solving skills.

Research and Practice

• This unit uses research by Macquarie University researchers
• This unit uses research from external sources
• This unit gives you practice in applying research findings in your assignments