



MKTG310

Marketing Metrics

S2 Day 2018

Archive (Pre-2019) - Dept of Marketing and Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	7
<u>Policies and Procedures</u>	8
<u>Graduate Capabilities</u>	9
<u>Changes from Previous Offering</u>	11
<u>Changes since First Published</u>	12

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Unit Convenor/Lecturer

Dr. Jun Yao

jun.yao@mq.edu.au

Contact via Email

4ER 653

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:

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

Analyze and interpret output of marketing analytics to develop management recommendations.

Recognize and demonstrate the assumptions and limitations of various marketing models and metrics.

Communicate marketing problems and solutions effectively through data and data visualisation.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Market Share Analysis</u>	20%	No	Week 4, Friday 11:59PM
<u>Price Promotion Analysis</u>	20%	No	Week 8, Friday 11:59PM
<u>Data Visualisation</u>	20%	No	Week 12, Friday 11:59PM
<u>Final Examination</u>	40%	No	Examination Period

Market Share Analysis

Due: **Week 4, Friday 11:59PM**

Weighting: **20%**

This is an individual assessment that involves analyzing market share data with appropriate metrics/models, interpreting output, developing management recommendations and reporting. Specific assessment task, data set and marking guide will be provided on iLearn.

Submission

Submit your assignment through the Turnitin link on iLearn, no hard copies or soft copies via email will be accepted. You must submit by the due date as specified above.

Late Submission

No extensions will be granted, except for cases in which an application for Special Consideration is made and approved. Late submission will incur a penalty of 10% of the total available marks for each 24 hour period or part thereof (for example, 25 hours late in submission - 4 marks penalty on a 20% assignment). Penalties do not apply when an application for Special Consideration is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

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

Price Promotion Analysis

Due: **Week 8, Friday 11:59PM**

Weighting: **20%**

This is an individual assessment that involves analyzing price promotion data with appropriate metrics/models, interpreting output, developing management recommendations and reporting. Specific assessment task, data set and marking guide will be provided on iLearn.

Submission

Submit your assignment through the Turnitin link on iLearn, no hard copies or soft copies via email will be accepted. You must submit by the due date as specified above.

Late Submission

No extensions will be granted, except for cases in which an application for Special Consideration is made and approved. Late submission will incur a penalty of 10% of the total available marks for each 24 hour period or part thereof (for example, 25 hours late in submission - 4 marks penalty on a 20% assignment). Penalties do not apply when an application for Special Consideration is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

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

Data Visualisation

Due: **Week 12, Friday 11:59PM**

Weighting: **20%**

This is an individual assessment that involves analyzing the data and visualising the data with *Tableau Software*. Specific assessment task, data set and marking guide will be provided on iLearn.

Submission

Submit your assignment through the Turnitin link on iLearn, no hard copies or soft copies via email will be accepted. You must submit by the due date as specified above.

Late Submission

No extensions will be granted, except for cases in which an application for Special Consideration is made and approved. Late submission will incur a penalty of 10% of the total available marks for each 24 hour period or part thereof (for example, 25 hours late in submission - 4 marks penalty on a 20% assignment). Penalties do not apply when an application for Special Consideration is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

- Analyze and interpret output of marketing analytics to develop management recommendations.
- Communicate marketing problems and solutions effectively through data and data visualisation.

Final Examination

Due: **Examination Period**

Weighting: **40%**

A closed-book 3 hours final examination will be held during the University's formal examination period. The final examination provides assurance that the student has attained the knowledge and skills assessed by the exam.

Please note it is a strict requirement of Macquarie University that students are available for the entire duration of the session they are enrolled in, which includes the scheduled and supplementary examination period. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations (<http://exams.mq.edu.au/>).

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances students may wish to consider submitting an application for Special Consideration.

If a Supplementary Examination is granted as a result of approved Special Consideration, the examination will be scheduled after the conclusion of the official examination period.

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: <http://www.mq.edu.au/policy/docs/examination/policy.htm>

More information on the final examination will be provided in Week 13 lecture.

On successful completion you will be able to:

- Explain and apply marketing models and metrics to solve a range of marketing problems.
- Analyze and interpret output of marketing analytics to develop management recommendations.
- Recognize and demonstrate the assumptions and limitations of various marketing

models and metrics.

Delivery and Resources

Classes

- 3 hours face-to-face teaching per week consisting of: 1 × 2-hour lecture and 1 × 1-1 hour tutorial/lab exercises. Tutorials commence in Week 2.
- The timetable for classes can be found on the university website at:
<http://timetable.mq.edu.au>

Recommended Texts and/or Materials

Prescribed text:

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

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*, KoganPlay EAN: 9780749474171

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. 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.

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

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	Unit Introduction and Overview	No tutorials this week, tutorials commence in Week 2
2	Market Share Analysis	Weekly laboratory exercise: Basic Excel skills, NPS
3	Multi-Attribute Framework	Weekly laboratory exercise: Market Share Analysis
4	Conjoint Analysis	Weekly laboratory exercise: Multinomial Logit Model Assignment 1 is due by 11:59PM Friday (24 August)
5	New Product Diffusion	Weekly laboratory exercise: Conjoint Analysis
6	Price Promotion Analysis	Weekly laboratory exercise: Bass Diffusion Model
7	Customer Profitability	Weekly laboratory exercise: Evaluation of Price Promotion
	Mid Session Break	
8	Pricing Strategy	Weekly laboratory exercise: Customer Lifetime Value and Customer Equity Assignment 2 is due by 11:59PM Friday (5 October)
9	Data Visualisation Theory Introducing <i>Tableau Software</i>	Weekly laboratory exercise: Pricing Strategy
10	Sales Analysis	Weekly laboratory exercise: Data Blending and Chart Creation in Tableau
11	Advertising Metrics	Weekly laboratory exercise: Sales Analysis using Tableau
12	Marketing and Finance	Weekly laboratory exercise: Advertising Metrics Assignment 3 is due by 11:59PM Friday (2 November)

13	Review and Examination Preparation	Weekly laboratory exercise: Marketing and Finance
	Examination Period	Final Examination

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

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

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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

- Explain and apply marketing models and metrics to solve a range of marketing problems.
- Analyze and interpret output of marketing analytics to develop management recommendations.
- Recognize and demonstrate the assumptions and limitations of various marketing models and metrics.

- Communicate marketing problems and solutions effectively through data and data visualisation.

Assessment tasks

- Market Share Analysis
- Price Promotion Analysis
- Data Visualisation
- 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

- Explain and apply marketing models and metrics to solve a range of marketing problems.
- Analyze and interpret output of marketing analytics to develop management recommendations.
- Recognize and demonstrate the assumptions and limitations of various marketing models and metrics.

Assessment tasks

- Market Share Analysis
- Price Promotion Analysis
- Data Visualisation
- 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

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

- Analyze and interpret output of marketing analytics to develop management recommendations.
- Communicate marketing problems and solutions effectively through data and data visualisation.

Assessment tasks

- Market Share Analysis
- Price Promotion Analysis
- Data Visualisation
- 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 outcome

- Communicate marketing problems and solutions effectively through data and data visualisation.

Assessment tasks

- Market Share Analysis
- Price Promotion Analysis
- Data Visualisation

Changes from Previous Offering

1. Weekly teaching activities and assessments have been modified to be in line with the updated learning outcomes.
2. Simulation game has been dropped as an assessment task.

Changes since First Published

Date	Description
19/07/2018	The section of “Changes from Previous Offering” was rephrased. The original three changes were combined into one: “Weekly teaching activities and assessments have been modified to be in line with the updated learning outcomes.” Another change was included: “Simulation game has been dropped as an assessment task.” Weekly teaching activities were adjusted due to the tutorials on Labour Day (public holiday).