



COLLEGE OF BUSINESS ADMINISTRATION
MKT 3350 – MARKETING METRICS | CRN 19599
FALL 2022

ABOUT THE INSTRUCTOR

Dr. Nandini Nim (She/Her; pronounced as nuhn-dee-nee)
Assistant Professor of Marketing
Email: nnim@utep.edu
Room No: COBA 224
Office Hours: Tuesdays – 10.45 am to 1.00 pm (In-person) and Wednesdays - 2.30 pm to 4.45 pm (Online)

ABOUT THE COURSE FORMAT

This MKT 3350 – Marketing Metrics course has been designed as a face-to-face (F2F) course. We would meet weekly on Tuesdays and Thursdays from 3.00 pm to 4.20 pm in room BUS 332, except for the assigned holidays. Please check the course calendar available on Blackboard.

REQUIRED COURSE MATERIAL

We would follow **Marketing Metrics: The Manager’s Guide to Measuring Marketing Performance (4th Edition)** by Bendle, Farris, Pfeifer, and Reibstein, published by Pearson Publications.

Below are the details of the book:

Print ISBN: 9780136717133

Purchase Link: <https://www.pearson.com/en-us/subject-catalog/p/marketing-metrics/P200000000122/9780136717133>

Digital ISBN: 9780136755319

Purchase link: <https://www.vitalsource.com/products/marketing-metrics-paul-w-farris-neil-bendle-v9780136755319>

COURSE DESCRIPTION AND OBJECTIVES

Decision-makers demand increased accountability for business programs, expenditures, and investments, intending to make evidence-based investments in the future. For marketing, firms need marketing metrics to quantify the performance of various marketing investments, increase marketing return on investment (ROI), and grow profits. This course introduces students to critical marketing concepts and metrics, such as customer lifetime value (CLV), brand equity, price elasticity, and social media metrics. These metrics help firms capture the impact of marketing programs and distinguish between bad, good, and better marketing initiatives.

This is an applied course where students must apply fundamental concepts from marketing, economics, accounting, and finance to relevant and practical marketing decision-making. This course will help students to “hit the ground running” in a career in marketing. It will also prepare students better equipped to tackle advanced courses in their academic marketing program.

The three key objectives of this course are:

1. Students will develop a meaningful level of familiarity, comfort, and expertise in using numbers to improve marketing decisions.
2. Students can select and calculate specific marketing metrics correctly.
3. Students can interpret specific marketing metrics and appreciate the connections across these metrics and link them to marketing strategies.

Course Prerequisites: MKT 3300 – Principles of Marketing

COURSE COMPONENTS, FORMAT, POINTS, AND GRADE SCHEME

There are six components in this course:

Component	Description	Format	Assigned Points (out of 100)
Chapter Readings	<ul style="list-style-type: none"> After discussion in the class, students will read chapters with a specific focus on the key topics discussed in the class. 	<ul style="list-style-type: none"> Book Chapter (access it via e-book or physical book) 	NA
Class Assignments	<ul style="list-style-type: none"> After discussing concepts in class, students would work on an in-class assignment. Instructor would also work with students through the class assignment problems. These assignments are graded and due before Sunday at 11.59 pm. Instructor will drop one lowest score assignment from the final score calculation. 	<ul style="list-style-type: none"> Mix of descriptive questions and problem-solving exercise Available in Blackboard Require laptops with MS-Excel 	25%
Chapter Quizzes	<ul style="list-style-type: none"> After the class discussion and class assignment, students will finish a quiz about the chapter in the Blackboard. These quizzes are graded and due before the following Tuesday before the class, i.e., at 3.00 pm. Instructor will drop one lowest score assignment from the final score calculation. 	<ul style="list-style-type: none"> Multiple Choice Quiz (5 to 10 questions per quiz) Available in Blackboard 	20%
Case Study	<ul style="list-style-type: none"> Students will also perform a case study analysis during the course. This case studies will be available in Blackboard before assigned class. This case study is graded, and students will have two weeks to submit their results. 	<ul style="list-style-type: none"> Mix of descriptive questions and problem-solving exercise Requires business case analysis Group activity Available in Blackboard 	5%
Exams	<ul style="list-style-type: none"> There are three planned exams in this course: <ul style="list-style-type: none"> Exam 1 on Sep 29, Tuesday Exam 2 on Nov 1, Tuesday Exam 3 on Dec 6, Tuesday 	<ul style="list-style-type: none"> Mix of descriptive questions, problem-solving exercises, and multiple-choice questions 	45%

	<ul style="list-style-type: none"> Exam 1 and Exam 2 are worth 18% of total points; Exam 3 is worth 9% of total points Each exam is timed for 75 minutes No makeup exams 	<ul style="list-style-type: none"> In-Class Using Laptops 	
Attendance and Class Participation	<ul style="list-style-type: none"> Points will be assigned based on two criteria: <ul style="list-style-type: none"> Attendance Class Participation 	<ul style="list-style-type: none"> Sign attendance sheet in each class Ask questions and do participation activities 	5%

The final grade for this course would be assigned as follows:

Points Earned	Assigned Points
90 and above	A
80 – 89	B
70 – 79	C
60 – 69	D
Less than 60	F

OFFICE HOURS

I will hold regular office hours in my office/ via Zoom as follows:

Tuesday – 10.45 am to 1.00 pm MST (In-person)

- Office – COBA 224
- I would appreciate it if you could make an appointment to avoid crowding in the office and save everyone's time.

Wednesday – 2.30 pm to 4.45 pm MST (Online)

- Zoom Link: <https://utep-edu.zoom.us/j/82048801863?pwd=V1FpYmd3TGNIYUZjdJiZEpzY09lZz09>
- Meeting ID: 820 4880 1863 and Passcode: NNim2022
- You can log in for the Zoom meeting at your scheduled time; otherwise, you may have to wait until I am available.

If any above timeslots do not work for you, use BB messaging to reach out to me. In case of an urgent matter, you can also contact me directly at nnim@utep.edu. I usually reply to emails within 24 hours. However, if I am traveling, it may take longer, up to 36 hours. All questions are welcome!

TENTATIVE CLASS SCHEDULE

Week, Date, and Day	Topics	Readings/Assignments
Week 1		
Aug 23, Tuesday	Introduction to the Course	Read Ch – 1
Aug 25, Thursday	Share of Hearts, Minds, and Markets	Ch – 2
Week 2		
Aug 30, Tuesday	<i>Read Ch – 2 before coming to the class</i>	<i>In-class Activity for Ch – 2</i>
Sep 1, Thursday	Margins and Profits	Ch – 3
Week 3		
Sep 6, Tuesday	<i>Read Ch – 3 before coming to the class</i>	<i>In-class Activity for Ch – 3</i> Finish Ch – 2 Quiz before class
Sep 8, Thursday	Product and Portfolio Management	Ch – 4
Week 4		
Sep 13, Tuesday	<i>Read Ch – 4 before coming to the class</i>	<i>In-class Activity for Ch – 4</i> Finish Ch – 3 Quiz before class
Sep 15, Thursday	Customer Profitability	Ch – 5
Week 5		
Sep 20, Tuesday	<i>Read Ch – 5 before coming to the class</i>	<i>In-class Activity for Ch – 5</i> Finish Ch – 4 Quiz before class
Sep 23, Thursday	Buffer Class/ Revision before Exam 1	
Week 6		
Sep 27, Tuesday	Exam 1	Finish Ch – 5 Quiz before class
Sep 29, Thursday	Channel Management	Ch – 7
Week 7		
Oct 4, Tuesday	<i>Read Ch – 7 before coming to the class</i>	<i>In-class Activity for Ch – 7</i>
Oct 6, Thursday	Pricing Strategy	Ch – 8
Week 8		
Oct 11, Tuesday	<i>Read Ch – 8 before coming to the class</i>	<i>In-class Activity for Ch – 8</i> Finish Ch – 7 Quiz before class
Oct 13, Thursday	Promotion	Ch – 9

Week 9		
Oct 18, Tuesday	<i>Read Ch – 9 before coming to the class</i>	<i>In-class Activity for Ch – 9</i> Finish Ch – 8 Quiz before class
Oct 20, Thursday	Advertising and Sponsorship Metrics	Ch – 10
Week 10		
Oct 25, Tuesday	<i>Read Ch – 10 before coming to the class</i>	<i>In-class Activity for Ch – 10</i> Finish Ch – 9 Quiz before class
Oct 27, Thursday	Revision for Exam 2/ Buffer Class	
Week 11		
Nov 1, Tuesday	Exam 2	
Nov 3, Thursday	Online, Email, and Mobile Metrics	Ch – 11
Week 12		
Nov 8, Tuesday	<i>Read Ch – 10 before coming to the class</i>	<i>In-class Activity for Ch – 11</i>
Nov 10, Thursday	Marketing and Finance	Ch – 12
Week 13		
Nov 15, Tuesday	Marketing and Finance	<i>In-class Activity for Ch – 12</i> Finish Ch – 11 Quiz before class
Nov 17, Thursday	Marketing Testing and System of Metrics	Ch – 13 & 14
Week 14		
Nov 22, Tuesday	Revision for Exam 3/ Buffer Class	Finish Ch – 12 Quiz before class
Nov 24, Thursday	Thanksgiving Holiday	
Week 15		
Nov 29, Tuesday	Case Study - Discuss	Finish Ch – 13 Quiz before class
Dec 1, Thursday	Case Study Solution Short Presentation	Submit Case Study Solution in Blackboard
Week 16		
Dec 6, Tuesday	Exam 3	
Dec 8, Thursday	No Class	

This is a hidden extra credit activity. If you have read this syllabus, click on the following link:

<https://forms.gle/dxsum7yjGetiWAs68>

CLASS POLICIES

The instructor and student will closely adhere to the following policies:

1. Blackboard is the main portal for the course. All communication and activities will be done through BB and in the classroom. You must access Blackboard (BB) daily to check for updates and access all course materials.
2. Students must review the syllabus very carefully and understand all class components.
3. There is no way to make up points for missed in-class assignments. Students have enough time to complete these assignments, so there is not really an excuse for being late. Please check the course calendar for the due dates of each activity. It won't be easy to do well in the course if students do not follow the recommended deadlines.
4. The instructor reserves the right to ask any students disrupting the normal flow of activities, such as the "Discussion Boards," to refrain from making additional posts until any issues have been resolved. Ignoring the instructor's warnings will result in a report filed with UTEP's [Office of Student Conduct and Conflict Resolution](#) (OSCCR). This may result in a possible drop from the course.
5. All attempts for cheating, plagiarism, or other inappropriate behavior are a cause for disciplinary action. The instructor intends to pursue these very serious matters to the fullest extent of the class, department, and university policies and regulations.
6. Make-up quizzes and other assignments are only possible with an approved medical excuse. Students must send the instructor a note in English from their physician (on official letterhead with the physician's contact information) justifying their failure to complete any of the class activities. It is entirely up to the instructor to approve make-up activities. Missing activities for whatever reason will make the successful completion of the course extremely difficult.
7. Students are required to access Blackboard frequently (i.e., at least once a day) for announcements and other course material. The instructor may send important/critical information via email from time to time. So be sure to 1) have a UTEP email address and 2) check your email at least once a day. Students are entirely responsible for frequently accessing your email account and Blackboard to check for any and all messages and announcements. Unfortunately, the instructor may not be able to send any broadcast (i.e., to the entire class) email messages to addresses outside the UTEP (i.e., miners) domain. *Please use BB email to contact the instructor.*
8. We all will be respectful and polite towards each other. It includes class discussions, written assignments, discussion boards, and other class activities.
9. We all will follow classroom etiquette concerning use of mobile phones, laptops, and other personal devices. If there is an emergency, you can quietly leave the room and attend a call. Laptops should be used for taking notes and completing class activities only.
10. You are expected to come to class on time. Inform me via email if you are running late for any reason.
11. If a student has a disability or feels that they might have a disability and need assistance, contact the Center for Accommodations and Support Services (CASS) Office at 747-5148 or go to Room 106 Union East.
12. The instructor reserves the right to ask any students disrupting the normal flow of activities, such as the "Discussion Boards," to refrain from making additional posts until any issues have been resolved. Ignoring the instructor's warnings will result in a report filed with UTEP's Office of Student Conduct and Conflict Resolution (OSCCR). This may result in a possible drop from the course.

13. All attempts for cheating, plagiarism, or other inappropriate behavior cause disciplinary action. The instructor intends to pursue these very serious matters to the fullest extent of the class, department, and university policies and regulations.

ACADEMIC DISHONESTY

The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve based on the quality of the work produced by the individual. In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. Therefore, it is imperative that the members of this academic community understand the regulations pertaining to academic integrity and that all faculty members insist on adherence to these standards.

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give an unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.

All research papers, term papers, or other writing-intensive assignments must adhere to APA style. Students are expected to submit all papers with appropriate citations, references, etc. If you are unsure of the parameters of this writing style, please get in touch with the instructor for further information. Style guides are available in the University Bookstore.

COPYRIGHT STATEMENT FOR COURSE MATERIALS

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.