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


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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
<th>Format</th>
<th>Assigned Points (out of 100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Readings</td>
<td>• After discussion in the class, students will read chapters with a specific focus on the key topics discussed in the class.</td>
<td>• Book Chapter (access it via e-book or physical book)</td>
<td>NA</td>
</tr>
</tbody>
</table>
| Class Assignments| • 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. | • Mix of descriptive questions and problem-solving exercise  
• Available in Blackboard  
• Require laptops with MS-Excel                     | 25%                                           |
| Chapter Quizzes | • 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. | • Multiple Choice Quiz (5 to 10 questions per quiz)  
• Available in Blackboard                          | 20%                                           |
| Case Study      | • 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. | • Mix of descriptive questions and problem-solving exercise  
• Requires business case analysis  
• Group activity  
• Available in Blackboard                         | 5%                                            |
| Exams           | • There are three planned exams in this course:  
  o Exam 1 on Sep 29, Tuesday  
  o Exam 2 on Nov 1, Tuesday  
  o Exam 3 on Dec 6, Tuesday | • Mix of descriptive questions, problem-solving exercises, and multiple-choice questions       | 45%                                           |
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

<table>
<thead>
<tr>
<th>Attendance and Class Participation</th>
<th>Points will be assigned based on two criteria:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>o Attendance</td>
</tr>
<tr>
<td></td>
<td>o Class Participation</td>
</tr>
<tr>
<td>In-Class Using Laptops</td>
<td>Sign attendance sheet in each class</td>
</tr>
<tr>
<td></td>
<td>Ask questions and do participation activities</td>
</tr>
<tr>
<td></td>
<td>5%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>Assigned Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 and above</td>
<td>A</td>
</tr>
<tr>
<td>80 – 89</td>
<td>B</td>
</tr>
<tr>
<td>70 – 79</td>
<td>C</td>
</tr>
<tr>
<td>60 – 69</td>
<td>D</td>
</tr>
<tr>
<td>Less than 60</td>
<td>F</td>
</tr>
</tbody>
</table>

**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=V1FpYmd3TGNIYUZjdJiZEpzY09IIZz09](https://utep-edu.zoom.us/j/82048801863?pwd=V1FpYmd3TGNIYUZjdJiZEpzY09IIZz09)
- 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!
<table>
<thead>
<tr>
<th>Week, Date, and Day</th>
<th>Topics</th>
<th>Readings/Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug 23, Tuesday</td>
<td>Introduction to the Course</td>
<td>Read Ch – 1</td>
</tr>
<tr>
<td>Aug 25, Thursday</td>
<td>Share of Hearts, Minds, and Markets</td>
<td>Ch – 2</td>
</tr>
<tr>
<td><strong>Week 2</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug 30, Tuesday</td>
<td>Read Ch – 2 before coming to the class</td>
<td>In-class Activity for Ch – 2</td>
</tr>
<tr>
<td>Sep 1, Thursday</td>
<td>Margins and Profits</td>
<td>Ch – 3</td>
</tr>
<tr>
<td><strong>Week 3</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep 6, Tuesday</td>
<td>Read Ch – 3 before coming to the class</td>
<td>In-class Activity for Ch – 3</td>
</tr>
<tr>
<td>Sep 8, Thursday</td>
<td>Product and Portfolio Management</td>
<td>Finish Ch – 2 Quiz before class</td>
</tr>
<tr>
<td><strong>Week 4</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep 13, Tuesday</td>
<td>Read Ch – 4 before coming to the class</td>
<td>In-class Activity for Ch – 4</td>
</tr>
<tr>
<td>Sep 15, Thursday</td>
<td>Customer Profitability</td>
<td>Finish Ch – 3 Quiz before class</td>
</tr>
<tr>
<td><strong>Week 5</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep 20, Tuesday</td>
<td>Read Ch – 5 before coming to the class</td>
<td>In-class Activity for Ch – 5</td>
</tr>
<tr>
<td>Sep 23, Thursday</td>
<td>Buffer Class/ Revision before Exam 1</td>
<td>Finish Ch – 4 Quiz before class</td>
</tr>
<tr>
<td><strong>Week 6</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep 27, Tuesday</td>
<td>Exam 1</td>
<td>Finish Ch – 5 Quiz before class</td>
</tr>
<tr>
<td>Sep 29, Thursday</td>
<td>Channel Management</td>
<td>Ch – 7</td>
</tr>
<tr>
<td><strong>Week 7</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct 4, Tuesday</td>
<td>Read Ch – 7 before coming to the class</td>
<td>In-class Activity for Ch – 7</td>
</tr>
<tr>
<td>Oct 6, Thursday</td>
<td>Pricing Strategy</td>
<td>Ch – 8</td>
</tr>
<tr>
<td><strong>Week 8</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct 11, Tuesday</td>
<td>Read Ch – 8 before coming to the class</td>
<td>In-class Activity for Ch – 8</td>
</tr>
<tr>
<td>Oct 13, Thursday</td>
<td>Promotion</td>
<td>Finish Ch – 7 Quiz before class</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ch – 9</td>
</tr>
</tbody>
</table>
| Week 9          | Oct 18, Tuesday | Read Ch – 9 before coming to the class
|                | Oct 20, Thursday | Advertising and Sponsorship Metrics
|                |                  | In-class Activity for Ch – 9
|                |                  | Finish Ch – 8 Quiz before class
|                |                  | Ch – 10
| Week 10        | Oct 25, Tuesday  | Read Ch – 10 before coming to the class
|                | Oct 27, Thursday | Revision for Exam 2/ Buffer Class
|                |                  | In-class Activity for Ch – 10
|                |                  | Finish Ch – 9 Quiz before class
| Week 11        | Nov 1, Tuesday   | Exam 2
|                | Nov 3, Thursday  | Online, Email, and Mobile Metrics
|                |                  | Ch – 11
| Week 12        | Nov 8, Tuesday   | Read Ch – 10 before coming to the class
|                | Nov 10, Thursday | Marketing and Finance
|                |                  | In-class Activity for Ch – 11
|                |                  | Ch – 12
| Week 13        | Nov 15, Tuesday  | Marketing and Finance
|                | Nov 17, Thursday | Marketing Testing and System of Metrics
|                |                  | In-class Activity for Ch – 12
|                |                  | Finish Ch – 11 Quiz before class
|                |                  | Ch – 13 & 14
| Week 14        | Nov 22, Tuesday  | Revision for Exam 3/ Buffer Class
|                | Nov 24, Thursday | Thanksgiving Holiday
|                |                  | Finish Ch – 12 Quiz before class
| Week 15        | Nov 29, Tuesday  | Case Study - Discuss
|                | Dec 1, Thursday   | Case Study Solution Short Presentation
|                |                  | Finish Ch – 13 Quiz before class
|                |                  | Submit Case Study Solution in Blackboard
| Week 16        | Dec 6, Tuesday   | Exam 3
|                | Dec 8, Thursday  | No Class
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.