



**WOODY L. HUNT COLLEGE OF BUSINESS**  
**MKT 3350 – MARKETING METRICS | CRN 15060**  
**FALL 2023**

### **ABOUT THE INSTRUCTOR**

Dr. Nandini Nim (She/Her; pronounced as nuhn-dee-nee)  
Assistant Professor of Marketing  
Email: [nnim@utep.edu](mailto:nnim@utep.edu) (preferred mode of communication)  
Office: 915-747-8402  
Office Location: BUS 224  
Office Hours: Tuesdays – 1.30 pm to 2.45 pm (In-person) and Thursdays – 1.30 pm to 2.45 pm (Online via Zoom) or By Appointment

### **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 University's calendar for Fall 2023.

**Course Prerequisites:** MKT 3300 – Principles of Marketing

### **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>

We would also do a **Harvard Business Publishing Simulation**. The link to buy access to the simulation is <https://hbsp.harvard.edu/import/1016862>. The instructor will let you know when to buy this case study.

### **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 market share, customer retention, customer acquisition, brand equity, price elasticity, and digital 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:

Key Objectives	Bloom's Learning Goals	Activities
Students will develop a meaningful level of familiarity, comfort, and expertise in using numbers to improve marketing decisions.	Remember and Understand	Chapter Readings, Quizzes, and Class Discussions, Exams
Students can correctly select and calculate specific marketing metrics.	Apply and Analyze	Class Assignments, Quizzes, Exams
Students can interpret specific marketing metrics, appreciate the connections across these metrics, and link them to marketing strategies.	Analyze, Evaluate, and Create	Class Assignments, Quizzes, Exams, Simulations

### COURSE COMPONENTS, FORMAT, POINTS, AND GRADE SCHEME

Component	Description	Format	Assigned Points (out of 100)
Chapter Readings	<ul style="list-style-type: none"> <li>After discussion in the class, students will read chapters with a specific focus on the key topics discussed in the class.</li> </ul>	<ul style="list-style-type: none"> <li>Book Chapter (access it via e-book or physical book)</li> </ul>	NA
Class Assignments	<ul style="list-style-type: none"> <li>After discussing concepts in class, students would work on an in-class assignment.</li> <li>Instructor would also work with students through the class assignment problems.</li> <li>These assignments are due on Sundays at 11:59 pm.</li> <li>Instructor will drop one lowest score assignment from the final score calculation.</li> </ul>	<ul style="list-style-type: none"> <li>Mix of descriptive questions and problem-solving exercise</li> <li>Available in Blackboard</li> <li>Requires laptop with MS Excel</li> </ul>	25
Chapter Quizzes	<ul style="list-style-type: none"> <li>After the class discussion and assignment, students will finish a quiz about the chapter on the Blackboard.</li> <li>These quizzes are graded and due the following Tuesday before the class, i.e., at 3.00 pm.</li> </ul>	<ul style="list-style-type: none"> <li>Multiple Choice Quiz (5 to 15 questions per quiz)</li> <li>Available in Blackboard</li> </ul>	20
Simulation	<ul style="list-style-type: none"> <li>Students will also perform an HBR simulation during the course.</li> <li>The details about the simulation will be available on Blackboard before the assigned class.</li> <li>This simulation is graded, and students will have two weeks to submit their results.</li> </ul>	<ul style="list-style-type: none"> <li>Problem-solving exercise</li> <li>Requires business case analysis</li> </ul>	10

Exams	<ul style="list-style-type: none"> <li>There are three planned exams in this course: <ul style="list-style-type: none"> <li>Exam 1 on September 26, Tuesday – 10 points (Ch 1 to 4)</li> <li>Exam 2 on October 24, Tuesday – 15 points (Ch 5, 7, and 8)</li> <li>Exam 3 on December 7, Thursday – 15 points (Ch 9 to 14)</li> </ul> </li> <li>Each exam is timed for 75 minutes.</li> <li>Please note that there will be no makeup exams.</li> <li>These exam points and topics are cumulative. It means your performance in each exam will be counted towards your final score.</li> </ul>	<ul style="list-style-type: none"> <li>Mix of descriptive questions, problem-solving exercises, and multiple-choice questions</li> <li>In-Class Using Laptops</li> </ul>	40
Attendance and Class Participation	<ul style="list-style-type: none"> <li>Points will be assigned based on two criteria: <ul style="list-style-type: none"> <li>Attendance</li> <li>Class Participation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Sign the attendance sheet in each class</li> <li>Ask questions and do participation activities</li> </ul>	5
<b>Total</b>			<b>100</b>

Note: There will be two extra credit opportunities during the semester. Your instructor will share them with you at the appropriate time.

The final grade for this course will 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 (Room - BUS 224) or via Zoom, as follows:

**Tuesday – 1.30 pm to 2.45 pm MST (In-person)**

**Thursday – 1.30 pm to 2.45 pm MST (Zoom)**

**Zoom Link:** <https://utep-edu.zoom.us/j/81603296882?pwd=Y0tnUlpCSnd3TVZJd1Y1VUdNaWszUT09>

- Meeting ID: 816 0329 6882 and Passcode: Fall2023
- You can log in for the Zoom meeting at your scheduled time; otherwise, you may have to wait until I am available.

I would appreciate it if you could make an appointment to avoid crowding in the office and save everyone's time. If any of the above timeslots do not work for you, use BB messaging to contact me. You can also contact me directly at [nnim@utep.edu](mailto:nnim@utep.edu) in case of an urgent matter. 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.

## ATTENDANCE AND PARTICIPATION

Our class meetings are in person at COBA 332 every Tuesday and Thursday from 3:00 pm to 4:20 pm, beginning August 28 through December 7.

Attendance on the course is determined by participation in the learning activities of the course. Your participation in the course is important for your learning and success and for creating a community of learners. The completion of the following activities determines participation:

- Attending the sessions
- Reading/Viewing all course materials to ensure understanding of assignment requirements
- Participating in engaging discussions with your peers
- Working on Class Activities during class

Because these activities are designed to contribute to your learning each week, they cannot be made up after their due date has passed. Students must attend classes to earn points for various components. No points would be awarded if a student missed the classes but submitted in-class activities and quizzes on time.

## TECHNOLOGY REQUIREMENTS

Some course content is delivered via the Internet through the Blackboard learning management system. Ensure your UTEP e-mail account is working and you can access the Web and a stable web browser. Google Chrome and Mozilla Firefox are the best browsers for Blackboard; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have access to a computer/laptop. You will need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, and Lockdown Browser with Respondus Monitor. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you do not have word-processing software, you can download Word and other Microsoft Office programs (including Excel, PowerPoint, Outlook, and more) for free via UTEP's Microsoft Office Portal. Click the following link for more information about [Microsoft Office 365](#) and follow the instructions.

**IMPORTANT:** If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP [Help Desk](#), as they are trained specifically in assisting with the technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!

## TENTATIVE CLASS SCHEDULE (subject to change at instructor's discretion)

Week, Date, and Day	Topics	Readings/Assignments
<b>Week 1</b>		
August 29, Tuesday	Introduction to the Course	Read Ch – 1
August 31, Thursday	<b>Share of Hearts, Minds, and Markets (Ch-2)</b>	In-class Activity for Ch – 2
<b>Week 2</b>		
September 5, Tuesday	Read Ch – 2 before coming to the class	In-class Activity for Ch – 2 Finish Ch-1 Quiz before Class
September 7, Thursday	<b>Margins and Profits (Ch-3)</b>	In-class Activity for Ch –3

<b>Week 3</b>		
September 12, Tuesday	Read Ch – 3 before coming to the class	In-class Activity for Ch –3 Finish Ch – 2 Quiz before class
September 14, Thursday	<b>Product and Portfolio Metrics (Ch-4)</b>	In-class Activity for Ch – 4
<b>Week 4</b>		
September 19, Tuesday	Read Ch – 4 before coming to the class	In-class Activity for Ch – 4 Finish Ch – 3 Quiz before class
September 21, Thursday	<b>Revision before Exam 1</b>	Finish Ch – 4 Quiz before class
<b>Week 5</b>		
September 26, Tuesday	<b>EXAM 1</b>	In-Class (Lockdown Browser)
September 28, Thursday	<b>Customer Profitability Metrics (Ch-5)</b>	In-class Activity for Ch – 5
<b>Week 6</b>		
October 3, Tuesday	Read Ch – 5 before coming to the class	In-class Activity for Ch – 5
October 5, Thursday	<b>Channel Management Metrics (Ch-7)</b>	In-class Activity for Ch – 7
<b>Week 7</b>		
October 10, Tuesday	Read Ch –7 before coming to the class	In-class Activity for Ch – 7 Finish Ch – 5 Quiz before class
October 12, Thursday	<b>Pricing Metrics (Ch-8)</b>	In-class Activity for Ch – 8
<b>Week 8</b>		
October 17, Tuesday	Read Ch – 8 before coming to the class	In-class Activity for Ch – 8 Finish Ch-7 Quiz before class
October 19, Thursday	<b>Revision for Exam 2</b>	Finish Ch-8 Quiz before class
<b>Week 9</b>		
October 24, Tuesday	<b>EXAM 2</b>	In-Class (Lockdown Browser)
October 26, Thursday	<b>Promotion Metrics (Ch-9)</b>	In-class Activity for Ch – 9
<b>Week 10</b>		
October 31, Tuesday	Read Ch – 9 before coming to the class	In-class Activity for Ch – 9
November 2, Thursday	<b>Advertising Metrics (Ch-10)</b>	In-class Activity for Ch – 10
<b>Week 11</b>		
November 7, Tuesday	Read Ch – 10 before coming to the class	In-class Activity for Ch – 10 Finish Ch – 9 Quiz before class
November 9, Thursday	<b>Digital Marketing Metrics (Ch-11)</b>	In-class Activity for Ch – 11
<b>Week 12</b>		
November 14, Tuesday	Read Ch – 11 before coming to the class	In-class Activity for Ch – 11 Finish Ch – 10 Quiz before class
November 16, Thursday	<b>Marketing and Finance (Ch-12)</b>	In-class Activity for Ch – 12
<b>Week 13</b>		
November 21, Tuesday	<b>Marketing Testing and System of Metrics (Ch-13 &amp; 14)</b>	In-Class Activity for Ch-13 & 14 Finish Ch – 11 Quiz before class
November 23, Thursday	<b>Thanksgiving Holiday</b>	

<b>Week 14</b>		
November 28, Tuesday	<b>Harvard Business Case Study</b> – Discussion & Solution	Finish Ch – 12 Quiz before class Finish Ch – 13 & 14 Quiz before class
November 30, Thursday	<b>Revision for Exam 3</b>	
<b>Week 15</b>		
December 5, Tuesday	<b>Harvard Business Case Study</b> – Discussion & Solution	Finish & Submit Case Study Solution before the Exam 3
December 7, Thursday	<b>EXAM 3</b>	In-Class (Lockdown Browser)
<b>Week 15</b>		
December 12, Tuesday	<b>No Class</b>	
December 15, Thursday	<b>No Class</b>	

## CLASS POLICIES

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

1. Blackboard (BB) is the main portal for the course. All communication and activities will be done through BB and in the classroom. Students are required to access BB 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 daily. Students are responsible for frequently accessing your email account and BB 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's email to contact the instructor.*
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 and other activities**. 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. Doing well in the course will not be easy if students do not follow the recommended deadlines.
4. Students must attend classes to earn points for various components. **No points would be awarded if a student missed the classes but submitted in-class activities and quizzes on time.**
5. 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.
6. 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. For AI policy, look at Pg. 8.
7. Makeup 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 course activities. It is entirely up to the instructor to approve makeup activities. Missing activities for whatever reason will make completing the course extremely difficult.
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 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.

**This is an extra credit opportunity. If you have read the syllabus, click on the following link and answer the questions correctly: <https://forms.gle/mtLD4F25hm4obSCa7>**

### **EXCUSED ABSENCES AND COURSE DROP POLICY**

For any long-term absence from the class, contact the Center for Accommodations and Support Services at 915-747-5148. They will be able to help you with a proper course of action.

I will not drop you from the course. However, if you feel that you are unable to complete the course successfully, please let me know and then contact the [Registrar's Office](#) to initiate the drop process. If you do not, you are at risk of receiving an "F" for the course.

### **ALTERNATIVE MEANS OF SUBMITTING WORK IN CASE OF TECHNICAL ISSUES**

I strongly suggest that you submit your work with plenty of time to spare in the event that you have a technical issue with the course website, network, and/or your computer. I also suggest you save all your work (answers to discussion points, quizzes, exams, and essays) in a separate Word document as a backup. This way, you will have evidence that you completed the work and will not lose credit. If you are experiencing difficulties submitting your work through Blackboard, please contact the UTEP Help Desk. You can email me your backup document as a last resort.

### **ACCOMMODATIONS POLICY**

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodation will be made unless it is determined that doing so would cause undue hardship for the University. Students requesting accommodation based on a disability must register with the UTEP Center for Accommodations and Support Services (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, email them at [cass@utep.edu](mailto:cass@utep.edu), or apply for accommodation online via the CASS portal.

### **SCHOLASTIC INTEGRITY**

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

### **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.

## GUIDANCE ON ARTIFICIAL INTELLIGENCE

The use of generative AI tools such as Chat GPT is permitted in this course for the following activities, which must be noted or cited: Short Answer Questions and Simulation Solutions.

Students must cite any borrowed content sources to comply with all applicable citation guidelines and copyright law and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

## COURSE RESOURCES (where you can go for assistance)

### Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

### Academic Resources

- [UTEP Library](#): Access a wide range of resources, including online, full-text access to thousands of journals and eBooks, plus reference service and librarian assistance for enrolled students.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help, and explore other writing resources.
- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor, and explore other history resources.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial, Fact Sheet, and Quick-Start Guide.
- [The Miner Learning Center](#): Join peer-led study sessions in person or online to review content and discover study strategies in core curriculum courses.
- [UTEP Edge](#): UTEP's cross-campus framework for student success and empowerment – develops students' assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni, and community partners.

### Individual Resources

- [Student Success Help Desk \(SSHHD\)](#): Students experiencing challenges or obstacles to academic success, including registration, financial, food, housing, and transposition resources, may submit a ticket request assistance to [studentsuccess@utep.edu](mailto:studentsuccess@utep.edu)
- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services, including individual, couples, and group sessions, as well as career and disability assessments.
- [UTEP Food Pantry](#): Non-perishable food items are available to students who are currently enrolled in classes. Bring a Miner Gold Card to Memorial Gym, Room 105, Monday through Friday, 10 am to 2 pm.