



Carleton
University

Sprott
School of Business



BUSI 4201A
Marketing Metrics
Fall 2025

Instructor: Dr. Irene Lu
Email: irene.lu@carleton.ca
Class Time: Mondays, 8:35 am –11:25 am
Office Hours: By appointment

COURSE Description

This course takes an applied and data-driven approach to understanding how firms make decisions about marketing investments. Students learn how to use metric-driven tools and techniques to enhance marketing decisions. The course consists of seven core modules: share metrics, margins and profits, pricing, product and portfolio management, sales force management, promotion profitability, and customer profitability.

CALENDAR DESCRIPTION

An overview of essential marketing metrics used for enhancing marketing decisions. The course consists of seven core modules: share metrics, margins and profits, pricing, product and portfolio management, sales force management, promotion profitability, and customer profitability.

COURSE PREREQUISITES

BUSI 2018 (or BUSI 1005) and BUSI 2208

COURSE OBJECTIVES

The key learning objective is to provide students with an overview of tools and techniques that can be used to quantify the strategic value of marketing initiatives.

The course is designed to help students to:

- a) develop expertise in using numerical information to justify and evaluate marketing strategies
- b) be able to correctly select, calculate, and interpret specific marketing metrics for marketing decisions and articulate returns on marketing investment
- c) understand the connections across various marketing metrics

RECOMMENDED BOOKS (Not Required):

Farris, P.W., Bendle, N.T., Pfeifer, P.E., and Reibstein, D.J. (2021) *Marketing Metrics: The Manager's Guide to Measuring Marketing Performance* (Fourth edition). Pearson Education, Inc. eText ISBN-13: 978-0-13-671713-3; eText ISBN-10: 0-13-671713-6.

REQUIRED CERTIFICATE EXAM:

Management by the Numbers (MBTN) Profit Impact Metrics Certificate Exam, with a fee of approximately USD \$14.95 plus tax.

REQUIRED MATERIAL:

A webcam.