



Carleton
UNIVERSITY

SPROTT
SCHOOL OF BUSINESS

BUSI 4201A
Marketing Metrics
Fall 2020

Last updated on August 22, 2020

Instructor: Dr. Irene Lu
Email: irene.lu@carleton.ca
Class Time: Tuesdays, 11:35am – 2:25pm (Eastern Standard Time)
Office Hours: TBA

Modality: 100% of lectures are pre-recorded.
*All quizzes and tests will be conducted online synchronously as scheduled in the course outline.

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 1005, BUSI 2208, open to BCom, BIB, all Minors (note: able to count as Marketing elective)

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):

Bendle, N.T., Farris, P.W., Pfeifer, P.E., and Reibstein, D.J. (2016) *Marketing Metrics: The Manager's Guide to Measuring Marketing Performance* (Third edition). Upper Saddle River, New Jersey: Pearson. ISBN-10: 0134085965 • ISBN-13: 9780134085968

Winston, W. L. (2014). *Marketing Analytics: Data-driven Techniques with Microsoft Excel* (First edition). Indianapolis, Indiana: John Wiley & Sons.

COURSE NORMS:

Use of cuLearn

This course uses cuLearn, Carleton's new learning management system. To access your courses on cuLearn go to <http://carleton.ca/culearn>. For help and support, go to <https://carleton.ca/culearnsupport/students/>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at its.service.desk@carleton.ca.

The course cuLearn website contains all the pertinent course information. This site will be the primary source for course announcements and distribution of materials. Grades will be posted to cuLearn as soon as they become available. In line with Spratt policy, it is your responsibility to check your grades by clicking on 'Grades.' In case of class cancellation due to inclement weather, an announcement will be posted on cuLearn as soon as possible.

Email Policy

The best way to contact the professor is to send her an email via cuLearn. If you wish to send her an email directly, please add "**BUSI 4201A**" in your email's subject line. In keeping with Carleton University policy, your @cmail accounts must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). The professor does not respond to student emails over the weekend. During the week the professor will endeavor to answer your emails within 48 hours; you should not expect an immediate response. She will also not answer by email questions that have already been asked and answered in class. Please use the cuLearn course Forum (discussion board) to ascertain whether your classmates can assist you.

Course Material Sharing Policy

Student or professor materials created for this course (including presentations and posted notes/slides, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and **may NOT be reproduced or redistributed without prior written consent of the author(s).**

Recording or Videotaping Policy

Students are **not authorized to make a copy of the recorded class**; it is provided for viewing purposes of students enrolled in the class only and further distribution of sharing is strictly prohibited. Students are not permitted to audio or video record any portion of the class lectures, nor are you permitted to make digital images of the lecture slides.

MARK ALLOCATION

Grading Component	Weight
Quizzes (Quiz #1: 3%; Quiz #2: 4%; Quiz #3: 3%)	10%
Test 1	40%
Test 2	25%
Test 3	15%
Marketing Metrics Certification	10%
Total	100%

EVALUATION CRITERIA

1. Quizzes and Tests

The quizzes and tests will be held online (see Class Schedule). **The assessments should be completed by your own efforts and should not collaborate with any other person for ideas or answers.** Violations of academic integrity are a serious academic offence, weaken the quality of the degree, and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others.

2. Marketing Metrics Certification

To qualify for the certification exams held by Management by the Numbers (MBTN) organization, students must register for an MBTN account with a fee. If a student does not pass the certificate exam (i.e., a score lower than 80 out of 100), she/he may take it again every 7 days until the deadline of **Dec 11, 12pm, EST**. Students who pass the exam will receive 10% of the final grade. For those students who fail the exam, 50% of their exam score will be counted toward their final grade. For example, a student with an exam score of 70 will receive 3.5% ($70 * 50% * 10%$) of the final grade.

TENTATIVE CLASS OUTLINE/SCHEDULE

While every attempt will be made to keep to the schedule listed below, unforeseen circumstances may necessitate modifications throughout the term.

Session	Date	Content	Note
1	Sept 15	Course Administration Overview An Introduction to Marketing Metrics	Pre-recorded lecture posted
2	Sept 22	Module A: Share Metrics	Pre-recorded lecture posted
3	Sept 29	Module A: Share Metrics (cont'd)	Pre-recorded lecture posted
4	Oct 6	Module B: Margins and Profits Quiz #1 on Module A	Pre-recorded lecture posted Online LIVE Duration: 20 minutes Oct 6 (11:35am-11:55pm; EST)
<p>After reviewing Module B, do MBTN's online evaluation modules: -Introduction to Margins -Calculating margins -Breakeven Analysis -Profit Dynamics</p>			
5	Oct 13	Module B: Margins and Profits (cont'd) Module C: Pricing (Part A)	Pre-recorded lecture posted
6	Oct 20	Module C: Pricing (Part B) Quiz #2 on Modules B and C (Part A)	Pre-recorded lecture posted Online LIVE Duration: 20 minutes Oct 20 (11:35am-11:55pm; EST)
Fall Break (Oct 26-30)			
7	Nov 3	Test #1 on Modules A, B, &C	Online LIVE Duration: 130 minutes Nov 3 (11:35am-1:45pm; EST)
8	Nov 10	Module D: Product and Portfolio Management Module E: Sales Force Management	Pre-recorded lecture posted
<p>After reviewing Modules D & E, do MBTN's "Cannibalization" online evaluation module.</p> <p>Take MBTN's Profit Impact Metrics Certificate Exam.</p>			
9	Nov 17	Test #2 on Modules D&E	Online LIVE Duration: 100 minutes

			Nov 17 (11:35am-1:15pm; EST)
10	Nov 24	Module F: Promotion Profitability	
11	Dec 1	Module G: Customer Profitability	
		Quiz #3 on Module F	Online LIVE Duration: 20 minutes Dec 1 (11:35am-11:55pm; EST)
12	Dec 8	Test #3 on Modules F&G	Online LIVE Duration: 100 minutes Dec 8 (11:35am-1:15pm; EST)
	Dec 11	Deadline for last attempt at MBTN Profit Impact Metrics Certificate Exam: Dec 11, 12pm, EST	

Module Contents

Module A:	Module B:	Module C:	Module D:
Share metrics	Margins and profits	Pricing	Product and portfolio management
market share	variable and fixed costs	price premium	trial volume and trial rate
relative market share	margins		repeat volume and repeat rate
market concentration	markups	maximum reservation price and maximum willingness to buy	adjusted trial rate
market penetration	channel margins	price elasticity	product introduction forecasted volume
brand penetration	average price per unit	optimal price	cannibalization rate
penetration share	contribution per unit	% breakeven price change	weighted contribution margin
share of requirements	contribution margin		breakeven with cannibalization
heavy usage index	breakeven sales level	price discrimination / segmented pricing	
market share decomposition	target profit		
brand development index	rate of return on sales breakeven on	competitor reaction elasticity, and cross and residual price elasticity	
category development index	incremental investment		
Module E:	Module F:	Module G:	
Sales force management	Promotion profitability	Customer profitability	
sales funnel	baseline sales	share of voice	customer lifetime value
sales pipeline	incremental sales	pageviews	retention rate
lead	promotional lift	visits	attrition rate
closure rate	return on marketing investment	visitors	churn rate

sales forecasting
workload
sales force effectiveness

coupon redemption
pass-through
gross rating points
impression
cost per thousand impressions
reach
frequency

clickthrough rates
cost per click
cost per order
cost per customer acquired
bounce rate
abandonment rate

ADDITIONAL INFORMATION

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Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For

more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow

the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in* any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

** Note that the office is physically closed. However, e-drop in is available between 8:30-4:30 until social distancing requirements are updated by the Province.*

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a hard copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>
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