DEPARTMENT OF MANAGEMENT STUDIES
NATIONAL INSTITUTE OF TECHNOLOGY
TIRUCHIRAPPALLI - 620 015, TAMIL NADU, INDIA

MB 841 - MARKETING METRICS COURSE PLAN – 2023 OFFLINE CLASS

COURSE OUTLINE

Course Title	**MARKETING METRICS**		
Course Code	MB - 841	**No. of Credits**	2
Department	Management Studies	**Faculty/Designation**	Dr.N.Thamaraiselvan Professor
Pre-requisites Course Code	MB 704- Marketing Management Concepts and Design, MB 716 – Marketing Management Planning and Control MB 725 - Marketing Research		
Course Teacher(s) E-mail	Phone: Office: +91 431 2503705 Hand : +91 9443777217		selvan@nitt.edu
Course Type		Core	
	√	Elective -	
		Open Elective	
		Laboratory	
Syllabus approved in BoS and Senate	**Unit 1: Marketing Metrics** Introduction to marketing metrics, linking marketing to financial consequences, Share of heart, Share of mind and Share of market, Role and importance of marketing metrics in strategic marketing decisions. **Unit 2: Margins & Profits and customer profitability** Selling Price, variable cost, average variable cost, market spending, Break even point and Target volume, customer, recency, retention, customer life time value, prospect life time value, acquisition versus retention spending. **Unit 3: Product and Portfolio Management** Trail, repeat, penetration, volume, CAGR, fair share draw, cannibalization rate, brand equity metrics, conjoint utilities: segmentation, customer preference and volume projection. **Unit 4: Sales force and Pricing** Sales force coverage, goals, results, compensation, pipeline analysis, facings, shares of shelf, out of stock, inventory turns, markdowns etc., Price premium, reservation, percent good value, price elasticity, optimal, own, cross and residual elasticity,		

	Unit 5: Advertising, Promotion and web metrics	

baseline sales, incremental, lifts, redemption, rebates, deal, pass through, waterfall, Impressions, GRP, OTS, CPM, reach, frequency, share of voice, clickthrough rates, cost per impression, clicks, acquisitions, visitors and abandonment.

Text Book	Marketing Metrics: The manager's guide to measuring marketing performance Neil T. Bendle, Paul W. Farris, Phillip E. Pfeifer and David J. Reibstein Pearson India Publishing. 2016
Reference Books	1. Marketing Metrics: 103 Key Metrics Every Marketer Needs Philip Kotler, Ned Roberto John Wiley & Sons Inc December 2006, ISBN-10: 0470821329. 2. Managing Customers for Profit : Strategies to Increase Profits and Build Loyalty, 1/e, V. Kumar Pearson Education 2008, ISBN No. 9788131719800. 3. Readings from HBR, other journal articles.
Course Objectives	At the end of the course, the student will be able to a) make sure we have a common definition of the metrics being used in marketing today, b) identify metrics that should be used by marketers, c) show how we can use marketing metrics to help shape how much we should be spending and on which marketing activities, d) draw the link from marketing expenditures to the financial well-being and to take effective marketing decisions.
Course Outcomes	1. Understand that various Marketing Metrics are used in marketing activities. 2. Evaluate the marketing situations with various metrics. 3. Understand the impact of marketing expenditures on revenues. 4. Develop an integrated marketing x-ray for comprehensive marketing standings of the company in the market. 5. Develop a marketing dashboard for effective strategic marketing decisions

Course articulation Matrix (CO-PO Mapping)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				1		1	1		2
CO2		2								
CO3	1		2			2			2	
CO4	1		2	3	1					
CO5	1		2			3	2	1	1	

COURSE TEACHING AND LEARNING ACTIVITIES

Session Plan	Discussion Topics	Required Reading/ Cases/ Journal Articles	Class room exercises / Assignments
1.	Introduction to Marketing Metrics	-	Doctor – Patient analogy
2.	Marketing Metrics Importance	1. Small caselets from the BlogSpot's given during each sessions	
3.	Market Share	2. BCG – practical exercise	
4.	Mind Share , Heart Share	3. Marketing literature based article	Video lesson
5.	Product and Portfolio Metrics	4. Current brand equity practices	
6.	Customer Profitability	5. Calculating CLTV	Chapter presentations
7.	Margins and Profits	6. Practical dash board implications	Rosewood hotels case
8.	Pricing	7. Strategies using pricing dashboard	Cost sheet workings
9.	Channel decision	8. Distributor power	
10.	Sales Force	9. Allocation and evaluation	
11.	Promotion	10. Measuring effectiveness	
12.	Advertising	11. Metrics for Advertising	
13.	Online, email, web metrics	12. Mobile apps	
14.	Marketing Dashboard	Dashboard assignment based on market data	Guest lecture

COURSE ASSESSMENT METHODS

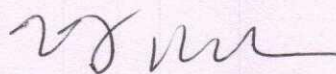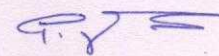| Sl. No.	Mode of Assessment	Week / Date	Remarks	% Weightage
1.	ASSIGNMENTS	After every important metrics chapters	Group Work	20
2.	Metrics Dashboard Preparation			
3.	Class Chapter presentations		Group Work	10
4.	Final Assessment – offline exam		Group Work	20
			Individual	50

Note:

1. Attending all the assessments (Assessment 1 to 4) is **MANDATORY** for every student.
2. All presentations, exercises, assignments should be submitted on time.
3. All are expected to come prepared for the class. The preparation reading will be announced in the previous session itself.
4. Please ensure to keep your cell phones in silent mode and keep it out of your sight.
5. Since your performance is evaluated continuously your physical and mental presence is important in the class.

YOU MAY CONTACT ME FOR ANY QURIES DURING THE OFFICE HOURS WITH PRIOR PERMISSION.

FOR APPROVAL

Course Faculty

Chairman (Class Committee)

HoD