



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

**MB 841 - MARKETING METRICS COURSE PLAN**

COURSE OUTLINE			
<b>Course Title</b>	<b>MARKETING METRICS</b>		
<b>Course Code</b>	<b>MB - 841</b>	<b>No. of Credits</b>	<b>2</b>
<b>Department</b>	<b>Management Studies</b>	<b>Faculty/Designation</b>	<b>Dr.N.Thamaraiselvan Associate Professor</b>
<b>Pre-requisites Course Code</b>	<b>MB 704- Marketing Management Concepts and Design, MB 716 – Marketing Management Planning and Control MB 725 - Marketing Research</b>		
<b>Course Teacher(s) E-mail</b>	<b>Phone: Office: +91 431 2503705 Hand : +91 9443777217</b>		<b>selvan@nitt.edu</b>
<b>Course Type</b>		Core	
	√	<b>Elective -</b>	
		Open Elective	
		Laboratory	
<b>Course Objectives</b>	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 a effective marketing decisions.		
<b>Text Book</b>	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		
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Marketing Metrics: 103 Key Metrics Every Marketer Needs Philip Kotler, Ned Roberto John Wiley &amp; Sons Inc December 2006, ISBN-10: 0470821329.</li> <li>2. Managing Customers for Profit : Strategies to Increase Profits and Build Loyalty, 1/e, V. Kumar Pearson Education 2008, ISBN No. 9788131719800.</li> <li>3. Readings from HBR, other journal articles.</li> </ol>		

<b>COURSE TEACHING AND LEARNING ACTIVITIES</b>				
<b>Session Plan</b>	<b>Discussion Topics</b>	<b>Required Reading/ Cases/ Journal Articles</b>	<b>Class room exercises / Assignments</b>	
1.	<b>Introduction to Marketing Metrics</b>	-	Doctor – Patient analogy	
2.	Marketing Metrics Importance	Kosh Case Study		
3.	<b>Market Share</b>	BCG – practical exercise	Video lesson	
4.	Mind Share , Heart Share	Luv It chocolates		
5.	<b>Product and Portfolio Metrics</b>			
6.	<b>Customer Profitability</b>			
7.		PEPSI refresh project		
8.	<b>Margins and Profits</b>			
9.	<b>Pricing</b>			
10.	Sales Force and Channel Management			
11.	<b>Promotion</b>			
12.	<b>Advertising</b>			
13.	<b>Online, email, web metrics</b>			
14.		BBVA compass- Resource Allocation		
15.	<b>Marketing Dashboard</b>			
<b>COURSE ASSESSMENT METHODS</b>				
<b>Sl. No.</b>	<b>Mode of Assessment</b>	<b>Week / Date</b>	<b>Remarks</b>	<b>% Weightage</b>
1.	Case Study - Two	<b>1.Completion of first 5 topics 2. After the Web analytics</b>	Group Work	20
2.	Class Room Exercises	<b>Each Chapter/Class</b>	Group Work	10
3.	Class Room Chapter presentations		Group Work	10
4.	Assignments – Both Soft and Hard copy		Group Work	10
5.	Final Assessment – Examination method			50
<b>Note:</b>				
<ol style="list-style-type: none"> <li>1. Attending all the assessments (Assessment 1 to 4) is <b>MANDATORY</b> for every student.</li> <li>2. All presentations, exercises, assignments should be submitted on time.</li> <li>3. All are expected to come prepared for the class. The preparation reading will be announced in the previous session itself.</li> <li>4. Please ensure to keep your cell phones in silent mode and keep it in out of your sight.</li> <li>5. Since your performance are evaluated continuously your physical and mental presence is important in the class.</li> </ol>				
<b>YOU MAY CONTACT ME FOR ANY QUIRIES DURING THE OFFICE HOURS WITH PRIOR PERMISSION.</b>				
<b>FOR APPROVAL</b>				
<b>Course Faculty</b>		<b>Chairman (Class Committee)</b>		<b>HoD</b>