



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

MB 841 - MARKETING METRICS COURSE PLAN – 2018

COURSE PLAN – PART I			
Name of the Programme and Specialisation		M.B.A., Marketing	
Course Title		MARKETING METRICS	
Course Code		MB - 841	No. of Credits 2
Pre-requisites Course Code		MB 704- Marketing Management Concepts and Design, MB 716 – Marketing Management Planning and Control MB 725 - Marketing Research	
Session	July	Section (If applicable)	NIL
Name of the Faculty		Dr.N.Thamaraiselvan	
Course Teacher(s) E-mail		Phone: Office: +91 431 2503705 Hand : +91 9443777217	selvan@nitt.edu
Course Type		<input type="checkbox"/>	Core
		<input checked="" type="checkbox"/>	Elective -
		<input type="checkbox"/>	Open Elective
		<input type="checkbox"/>	Laboratory
Syllabus – MARKETING METRICS			
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.			

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 a effective marketing decisions.
COURSE OUTCOMES (CO)	
Course Outcomes	Aligned Programmed Outcomes
1. To get greater exposure on marketing metrics for the effective marketing decisions	1,5
2. To analyse and develop a suitable marketing metrics for the different marketing situations	5,6,7
3. To identify and apply the suitable marketing metrics for the various marketing decisions	3,5
4. Understand, analyse the marketing problems and provide critical decisions based on marketing metrics	2,3,4

COURSE PLAN – PART II			
COURSE OVERVIEW			
Make the students to get exposure the various marketing metrics dashboards			
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	Harpic/bathroom cleaner Case Study	
3.	Market Share	BCG – practical exercise - automobile	Video lesson/Data sets
4.	Mind Share , Heart Share	Neuro marketing	Video examples
5.	Product and Portfolio Metrics	ITC, Nestle, Unilever	
6.	Customer Profitability	Rosewood Hotels HBR case	
7.	Margins and Profits	Class Presentations	Data sets
8.	Pricing	Class Presentations	Prisioner Dilemma
9.	Sales Force and Channel Management	Class Presentations	
10.	Promotion	Class Presentations	
11.	Advertising	Class Presentations	Google Videos –Digital
12.	Online, email, web metrics	Guest Lecture by Naresh Zoho Corporation	Google Analytic Videos
13.	Marketing Dashboard	BBVA compass- Resource Allocation	Assignment
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		<ol style="list-style-type: none"> 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 ASSESSMENT METHODS				
Sl. No.	Mode of Assessment	Week / Date	Remarks	% Weightage
1.	Dash Board Preparations/Live Projects		Group Work	15
2.	Class Room Exercises	Each Chapter/Class	Group Work	10
3.	Class Room Chapter presentations		Group Work	10
4.	Assignments – Both Soft and Hard copy		Group Work	15
5.	Final Assessment – Examination method			50
	Total			100

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 in out of your sight.
5. Since your performance are 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.

COURSE EXIT SURVEY

- Feedbacks are collected before final examination through MIS or any other standard format followed by the institute
- Students, through their Class Representatives, may give their feedback at any time to the course faculty which will be duly addressed.
- The students may also give their feedback during Class Committee Meeting.

ATTENDANCE:

- Minimum 75% is mandatory to write the trimester examination. Students having attendance 65% to 74% are eligible for the end semester exam only after attending the extra classes and submitting assignments. Students have to redo the course, if they have less than 65% of attendance.
- Medical Certificate / On Duty Certificate should be submitted immediately after rejoining through proper channel.

COMPENSATION ASSESSMENT:

- The prior permission and required document must be submitted for absence. Faculty will decide the appropriate assessment method with prior information to student, class committee chairman and the concerned HOD.

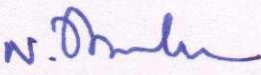
ACADEMIC HONESTY & PLAGIARISM:

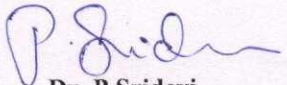
- Avoid usage of electronic devices at classes, test and exam.
- The students are expected to come out with their original solution for the problems given in the assignment. If found to copy from internet/other students, marks will be reduced.
- Need to maintain honesty & discipline in class room and exam hall

ADDITIONAL INFORMATION

- The industry guest lectures will be arranged to update the latest trends in marketing metrics. Attendance is compulsory for the the industrial guest lectures.

FOR APPROVAL


Dr. N. Thamaraiselvan
Course Faculty


Dr. P. Sridevi
Chairman (Class Committee)


Dr. B. Senthil Arasu
HoD