

Marketing Metrics

Course	Marketing Metrics ; Course contents © Stephan Sorger Course Number 467.6, 1 unit UC Berkeley Extension International Diploma Program; Spring 2016
Instructor	Stephan Sorger Phone: 650.455.4411 email: sorger@berkeley.edu ; stephan@StephanSorger.com ;
Meetings	January 15 – January 29, 2016 UC Berkeley Extension Golden Bear Building, Berkeley, California

Course Description

This course introduces the relevant principles and concepts of business accounting, finance, and economics necessary for marketing professionals to effectively contribute to their company's success both as marketers and as future senior managers or business owners. The course forms the foundation upon which marketing students will build a better understanding of what "the numbers are telling" them about business performance and about how their marketing efforts will be judged by senior management's use of financial analysis.

Course Goals and Learning Objectives

- To understand the external numbers that impact strategic business decisions;
- To understand basic statistical calculations as they relate to computing metrics;
- To use numbers effectively to make and to evaluate existing and future marketing decisions
- To understand the inter-relationships of price sensitivity, budgeting, forecasting, and the costs of distribution, inventory, and promotion.

Intended Audience

This course is for professionals without a background in marketing metrics who need to quantitatively show the impact of their marketing efforts. People who want to break into the field will also benefit from the course.

Prerequisites

- Introduction to marketing or equivalent
- Computer spreadsheet expertise, e.g., Microsoft Excel

Instructional Methodology

- Lectures on vital areas of marketing metrics
- Case studies of metrics applied toward practical problems
- Videos highlighting areas of marketing metrics
- Assignments to test marketing metrics execution
- Exams to test marketing metrics concepts and terminology

Required Reading: Select Print Version OR E-Book Version

Print book version: Sorger, Stephan. "Marketing Analytics: Strategic Models and Metrics." Admiral Press/CreateSpace, 2013. ISBN # 978-1481900300.

Kindle ebook version: Sorger, Stephan. "Marketing Analytics: Strategic Models and Metrics." Admiral Press/CreateSpace, 2013. ASIN # B00BIVMC6U

Suggested Reading

See StephanSorger.com for a list of suggested readings and other supporting resources.

Grading and Course Components

Grading is calculated from the components shown below, using the following absolute scale:

100 – 94 = A, 93 – 90 = A-, 89 – 86 = B+, 85 – 83 = B, 82 – 75 = B-, 74 – 65 = C; 64 – 60: D; Below 60: F

	<u>Percent</u>
Class participation	10%
Homework assignments	20%
Midterm exam	35%
Final exam	<u>35%</u>
Total	100%

Class Participation

Class participation is made up of two components, attendance (5 points) and discussions (5 pts).

Attendance: Students must attend classes to enjoy the full benefits the course offers. To that end, attendance will be monitored every class session, and points deducted for unexcused absences or tardiness more than 10 minutes. The scoring is calculated as follows (5 points max)

5 points: Attended all classes punctually

4 points: Missed one class, or was late to one class

3 points: Missed two classes or was late to two classes

0 points: Missed more than two classes or late to more than two classes.

Discussions: Students are expected to study the assigned material to prepare for class sessions and ask relevant questions to gain understanding during class. To that end, discussions will be monitored during every class session, and points calculated as follows (5 points max):

5 points: Leads class in discussions. Helps class come to consensus. A leader

4 points: Regular contributor, with relevant examples that demonstrate understanding.

3 points: Participates occasionally

2 points: Does not actively contribute to class

1 point: Interrupts other students; Not respectful of others; Discusses irrelevant topics

Instructor will select a volunteer to assess attendance and discussion at the start of each class. Volunteer will act as scribe to record attendance and discussion and will report their assessment to the professor in the form of a completed document, to be developed by the professor. Volunteer scribes will get full participation credit for the class.

Homework Assignments

The homework assignments ask students to dive more deeply into essential aspects of marketing analytics, such as the ability to apply and interpret relevant business metrics to typical marketing situations. Two assignments will be given. Each is worth 5 points. Together, they form 10% of the overall grade.

Points for each assignment will be assessed using the following scale, for a maximum of 5 points:

1 point: Completion: Students answer all questions, show calculations, and submit the document in Microsoft Word or Adobe Portable Document Format (PDF) format, starting with a blank page. Please do not copy the instructor's case, cross out the instructor's name, and hand it in as your own. Please do not submit Excel files.

1 point: Accuracy: Students shall calculate answers within 10% of the correct answer.

1 point: Punctuality: Students shall submit assignments by the specified deadline.

2 points: Comments: Students shall include comments in the case that demonstrate they have thought about the situation facing the organization profiled in the assignment. Comments must include comparisons with similar organizations in the industry, along with research citations.

Example industry comparison:

"In the assignment, we calculate the market size as \$7.0 billion. By comparison, the Wall Street Journal stated that total U.S. sales of laundry detergents decreased from \$7.44 billion to \$7.06 billion, which compares relatively well to our estimate."

Source: Ziobro, Paul. "Is Innovation Killing the Soap Business?" Wall Street Journal Online. April 3, 2013.

<http://online.wsj.com/article/SB10001424127887323916304578400521297972496.html>

Midterm Exam

The midterm examination is closed-book, includes both multiple-choice and short-answer question formats, and tests the following chapters in the book: 1, 2, 3B, 4

Final Exam

The final examination is closed-book, includes both multiple-choice and short-answer question formats, and tests the following chapters in the book: 5B, 10, 12

Laptop and Mobile Phone Policy

Students are encouraged to bring laptop computers to class to participate in hands-on case studies as part of the learning experience. Students are discouraged from using laptops, mobile phones, and other portable electronic devices for non course-related activities.

Academic Ethics Honor Code

All members of the UC Berkeley Extension community are expected to act with honesty, integrity, and respect for others. For further information, please refer to:

Tips for maintaining academic integrity: http://extension.berkeley.edu/upload/academic_integrity.pdf

UC Berkeley Extension Code of Student Conduct: <http://extension.berkeley.edu/upload/studentconduct.pdf>

Disabled Student Services

If you require academic accommodations for this course, you should obtain approval from Extension Disabled Student Services. Please contact them at dss-unex@berkeley.edu or (510) 643-5732. If you already have a letter of accommodation from Extension Disabled Student Services, please make an appointment with your instructor to have a confidential discussion of what you will require for this course.

Schedule

Meeting 1: Friday, January 15, 2016: 9:30AM - 12:30PM

- Administration Review syllabus; Introduce class members
- Chapter 1 Introduction
- Chapter 2 Market Insight
- Break
- Video Business Research Basics (9:59); Finding NAICS Codes (2:24)
- Assignment 1 Market sizing: Due Meeting 3
We will review the process to complete the assignment during class

Meeting 2: Friday, January 15, 2016: 1:30PM - 4:30PM

- Chapter 3B Market Segmentation: Positioning; Pages 83 – 91; Kindle section: “Positioning”
- Chapter 4 Competitive Analysis
- Break
- Video Malcolm Gladwell: Segmentation and spaghetti sauce
- In-class exercise Case: Competitive Analysis for Casual Apparel Market

Meeting 3: Friday, January 22, 2016: 9:30AM - 12:30PM

- Chapter 5B Business Strategy: Strategic Metrics; Pages 150 – 166; Kindle: “Strategic Metrics”
- Video Business Strategy Metrics Dashboard (0:56)
- Assignment Due Assignment 1 due; Review solution
- Assignment 2 Strategic Metrics: Due Meeting 4
We will review the process to complete the assignment during class
- Break
- Midterm Exam Midterm Exam; Students may leave class when finished

Meeting 4: Friday, January 29, 2016: 1:30PM - 4:30PM

- Chapter 10 Promotion Analytics: Budget Allocation; Pages 356 – 372
Kindle sections: “Promotion Budget Estimation”, “Promotion Budget Allocation”
- Video Allocating Marketing Budget (4:30)
- Break
- In-class exercise Promotion analytics: Restaurant market (will need laptop)
- Assignment Due Assignment 2 due; Review solution

Meeting 5: Friday, January 29, 2016: 9:30AM - 12:30PM

- Chapter 12 Analytics in Action: Pivot Tables; Pages 444 – 450; Kindle: “Excel Excellence”
- In-class exercise Pivot Table: Multi-channel pharmacy (will need laptop)
- Video Pivot Tables (6:30)
- Break
- Exam Final Examination; Students may leave class when finished