York University

Master of Science in Management Practice

GS/MSMG 6450 3.00 Marketing Management and Marketing Metrics

Autumn 2023

Course Outline

Instructor: Ray Kong

Email address: ray.kong@ipsos.com

Office hours: Before class and by appointment

Course day and time: Monday 3:00 pm -6:00 pm

Location: York Learning Space and IBM Headquarters (Markham)

Calendar Description

The course reviews major categories of marketing decisions and examines some common marketing metrics linked to various organizational strategies. Methods for metrics collection, tools for their analysis, and their impact on marketing decisions are discussed and applied continuously over the course of the term to an organization of the student's choice.

Expanded Course Description

In today's hyper-competitive business landscape, marketers can no longer rely on conventional wisdom, rules of thumb or intuition to make effective marketing decisions. Measurable performance and accountability have become keys to marketing success. The challenge for all marketers is knowing what to measure and exactly how to measure and which metrics are core for which decisions. This course provides students with a holistic and applied view of the most common metrics involved in assessing the effectiveness and efficiency of marketing strategies and tactics.

The course consists of lectures, guest speakers, and in-class discussion which will build from week to week. As such, students are expected to attend and actively participate in every class.

Prerequisites: None

Course Learning Objectives

The key learning objective is to provide a managerial relevant understanding and application of various marketing metrics that facilitate decision-making in a marketing context. More specifically, the course is designed to help students:

- Correctly identify relevant marketing metrics for decision-making in different marketing contexts:

- Recognize the data requirements for the calculation of marketing metrics.
- Develop experience in using numerical information to compute marketing metrics.
- Be able to explain how metrics, as interpreted, would impact marketing management decisions.
- Understand the connections across various marketing metrics.
- Critically think about the validity, use and application of marketing metrics.

Course Material

Recommended Textbook: Bendle, Neil; Farris, Paul; Pfeifer, Phillip E., and Reibstein, David, J. (2021). *Marketing metrics. The Manager's Guide to Measuring Marketing Performance.* 4th edition. Pearson Business.

The course relies heavily on class discussion and a roster of guest speakers has been arranged; as such, students are required to attend and be ready to participate in person in class every week.

Course Format

The course will include lectures, regular assignments culminating in a final oral and written presentation, in-class discussion and guest speakers.

Student Assessment

In class engagement	15%
Bi-weekly assignments	4 x 10%
Final paper and presentation	45% (weighting split between written and oral presentation to be decided by student and course leader)

Weekly Schedule (Subject to change depending on speaker availability)

W1 S11	Introduction to the course Marketing Principles and Frameworks	MM 1.1 – 1.7
W2 S18	Data Visualization Effective Communication Through Storytelling	
W3 S25	A Whirlwind tour of marketing research and other sources of data and metrics	
W4 O2	Market Metrics ** Assignment introduction presentations due **	MM Chapter 2

W5 O16	Customer metrics	MM Chapter 2.8, 2.9, 4, 5
W6 O23	Channel metrics ** Assignment update and briefing due **	MM Chapter 7
W7 O30	Advertising and Online activity metrics ++ Guest speaker ++	MM Chapter 11
W8 N6	Brand Equity Metrics ++ Guest speaker ++ ** Assignment update and briefing due **	MM 4.4
W9 N13	CSR, ESG, Reputation and Population sentiment metrics ++ Guest Speaker ++	MM Chapter 12
W10 N20	Flex week ** Assignment update and briefing due **	
W11 N27	FLEX WEEK	MM 9.1 MBTN Marketing Experiments
W12 D4	** Summative oral presentations **	
W13 D11	** Summative oral presentations **	