

<b>DEREE COLLEGE SYLLABUS FOR: MK 4247 APPLIED MARKETING MANAGEMENT &amp; METRICS</b>	
(Updated Fall 2021)	<b>UK LEVEL 6 UK CREDITS:15 US CREDITS: 3/0/3</b>
<b>PREREQUISITES:</b>	MK 2030 Introduction to Marketing <b>or</b> MK 2030 Fundamentals of Marketing MK 3131 Marketing Management
<b>CATALOG DESCRIPTION:</b>	Provides a practical command of the marketing planning process. Evaluation of marketing decisions through the use of appropriate metrics to measure the effectiveness of different marketing activities.
<b>RATIONALE:</b>	The course bridges the gap between marketing theory and practice by providing a natural setting for planning, implementation, and evaluation of marketing activities. Through the use of a simulation game provides the theoretical framework and tools for analysis, planning and control to help the marketing manager in his or her effort to harmonize the objectives and resources of the organization with the opportunities found in the marketplace. This is a course for Marketing students that have already assimilated the marketing concept and the elements of the marketing mix.
<b>LEARNING OUTCOMES:</b>	On successful completion of the module, the student should be able to: <ol style="list-style-type: none"> <li>1. Demonstrate understanding of the tools for making marketing decisions, considering internal and external conditions in which the firm operates.</li> <li>2. Build conceptual knowledge and get analytical skills to systematically analyze and solve marketing problems for new and existing brands.</li> <li>3. Select appropriate metrics to measure the effectiveness of different marketing decisions.</li> <li>4. Critically evaluate corporate resources usage across a brand portfolio and for different markets.</li> </ol>
<b>METHOD OF TEACHING AND LEARNING:</b>	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> <li>➤ Class lectures complemented by extensive use of examples from the local and international business environment to highlight the application of key marketing concepts.</li> <li>➤ Interactive learning through probing questions requiring creative thinking and encouraging discussion on key marketing issues/concepts and their applications to marketing strategy.</li> <li>➤ Computer Simulation Game: to enhance student's analytical skills and ability to synthesize learning in a highly competitive environment. The game allows students to grasp a holistic understanding of the marketing function as a profit center. Also, the group decision environment allows students to advance their teamwork skills. Student performance is assessed in terms of market share and profit achievement.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ <u>Class is conducted in a lab, students are engaged with the simulation game, and receive individual feedback for their decisions.</u></li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material and consult on the simulation.</li> <li>➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul>												
<p><b>ASSESSMENT:</b></p>	<p><b>Summative:</b></p> <table border="1" data-bbox="678 485 1482 869"> <tr> <td data-bbox="678 485 1036 621">1<sup>st</sup> Assessment</td> <td data-bbox="1036 485 1382 621">Coursework: Individual Project. Word count: 1,800-2,200.</td> <td data-bbox="1382 485 1482 621"><b>40</b></td> </tr> <tr> <td data-bbox="678 621 1036 869">2<sup>nd</sup> Assessment Coursework</td> <td data-bbox="1036 621 1382 869">Group coursework – integration and written report, 30/60. Word count: 2.400-2.500 Individual coursework - presentation: 30/60</td> <td data-bbox="1382 621 1482 869"><b>60%</b></td> </tr> </table> <p><b>Formative:</b></p> <table border="1" data-bbox="678 932 1482 1125"> <tr> <td data-bbox="678 932 1036 1031">Course work</td> <td data-bbox="1036 932 1382 1031">Case discussion, assignments, “diagnostic” test</td> <td data-bbox="1382 932 1482 1031"><b>0%</b></td> </tr> <tr> <td data-bbox="678 1031 1036 1125">In-class presentation of case studies and assignments</td> <td data-bbox="1036 1031 1382 1125">Power point</td> <td data-bbox="1382 1031 1482 1125"><b>0%</b></td> </tr> </table> <ul style="list-style-type: none"> <li>➤ The 1<sup>st</sup> assessment is an individual project that will provide students the opportunity to present different marketing performance metrics, identify how they can be used in decision making as well as to propose an integrated model for measuring marketing performance.</li> <li>➤ The 2<sup>nd</sup> assessment involves two parts, the group and the individual. The group project is a report for assessing their company’s performance during the periods of the game. The individual work aims to highlight individual learning and reflection by presenting the performance of a specific brand during the periods of the game.</li> </ul> <p>Group Coursework: each Markstrat team should submit the formative course work which aims to prepare students for the two summative assessments.</p> <p>The 1<sup>st</sup> Assessment tests Learning Outcomes 1, 2, 3. The 2<sup>nd</sup> assessment tests all Learning Outcomes 1, 2, 3, 4 with emphasis placed on 4.</p> <p>Students are required to resit failed assessments in this module.</p>	1 <sup>st</sup> Assessment	Coursework: Individual Project. Word count: 1,800-2,200.	<b>40</b>	2 <sup>nd</sup> Assessment Coursework	Group coursework – integration and written report, 30/60. Word count: 2.400-2.500 Individual coursework - presentation: 30/60	<b>60%</b>	Course work	Case discussion, assignments, “diagnostic” test	<b>0%</b>	In-class presentation of case studies and assignments	Power point	<b>0%</b>
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<p><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED MATERIAL:</b> Iacobucci, Dawn, “MM 5”, 5<sup>th</sup> edition, Cengage.</p> <p>Markstrat Participant Handbook, Stratx, ISBN# 0-9743063-6-3</p>												

electronic version or ISBN# 0-9743063-7-1 paper version

**RECOMMENDED READING:**

**BOOKS**

Kotler, P. *Marketing Management: Analysis, Planning and Control*, latest edition, London: Prentice-Hall International, Inc.

**ARTICLES**

Ambler, T. (2000), "Marketing Metrics", *Business Strategy Review*, Vol. 11, No. 2, p. 59

Fischer, M. and Himme, A. (2017), "The financial brand value chain: How brand investments contribute to the financial health of firms", *International Journal of Research in Marketing*, Vol. 34, No. 1, pp. 137-153.

Frösén, J., Luoma, J., Jaakkola, M., Tikkanen, H. and Aspara, J. (2016), "What counts versus what can be counted: The complex interplay of market orientation and marketing performance measurement", *Journal of Marketing*, Vol. 80, No. 3, pp. 60-78.

Georgoff, D.M. and Murdick, R.G. (1998), "Manager's Guide to Forecasting", *Harvard Business Review*, Vol. 4, p. 1.

Goyal, V. and Mishra, P. (2019), "Evaluating channel partner's performance: impact of task environments on the relevance of measurement metrics", *Journal of Business & Industrial Marketing*, Vol. 34, No. 2, pp. 488-504.

Kumar, V., Jones, E., Venkatesan, R. and Leone, R.P. (2011), "Is market orientation a source of sustainable competitive advantage or simply the cost of competing?" *Journal of Marketing*, Vol. 75, No. 1, pp. 16-30.

Mintz, O. and Currim, I.S. (2015), "When does metric use matter less?", *European Journal of Marketing*, Vol. 49, No. 11/12, pp. 1809-1856.

Mintz, O. and Currim, I.S. (2013), "What drives managerial use of marketing and financial metrics and does metric use affect performance of marketing-mix activities?", *Journal of Marketing*, Vol. 77, No. 2, pp. 17-40.

Molinillo, S., Ekinci, Y. and Japutra, A. (2019), "A consumer-based brand performance model for assessing brand success", *International Journal of Market Research*, Vol. 61, No. 1, pp. 93-110.

Pauwels, K. (2015), "Truly accountable marketing: The right metrics for the right results", *Marketing Intelligence Review*, Vol. 7, No. 1, pp. 8-15.

Reibstein, D. J. (2015), "Closing the gap between marketing and finance: The link to driving wise marketing investment", *Marketing Intelligence Review*, Vol. 7, No. 1, pp. 22-27.

Romaniuk, J., Wight, S. and Faulkner, M. (2017), "Brand awareness: revisiting an old metric for a new world", *Journal of Product & Brand Management*, Vol. 26, No. 5, pp. 469-476.

	<p>Schultz, D. (2016), "Market brand equity: lost in terminology and techniques?", <i>Journal of Product &amp; Brand Management</i>, Vol. 25, No. 6, pp. 507-515.</p> <p>Sridhar, S., Naik, P. A. and Kelkar, A. (2017), "Metrics unreliability and marketing overspending", <i>International Journal of Research in Marketing</i>, Vol. 34, No. 4, pp. 761-779.</p>
<b>INDICATIVE MATERIAL</b>	<p>Harvard Business Review  Business Strategy Review  International Journal of Research in Marketing  International Journal of Market Research  European Journal of Marketing  Journal of Research in Marketing  Journal of Product &amp; Brand Management  Journal of International Marketing  Journal of Marketing  Journal of Business &amp; Industrial Marketing</p>
<b>COMMUNICATION REQUIREMENTS:</b>	<p>Group and individual project submitted in Word appropriate terminology. Presentation should be delivered in a professional manner, using power point, and appropriate communication skills and terminology.</p>
<b>SOFTWARE REQUIREMENTS:</b>	<p>Blackboard, MS Office, search engines, The Web based simulation</p>
<b>WWW RESOURCES:</b>	<p>It is required to use: <a href="http://www.stratxsimulations.com">www.stratxsimulations.com</a> or a similar web based simulation game.  Students are expected to use the internet at their own discretion to select information on the module. Useful sources include:  <a href="http://www.businessweek.com">www.businessweek.com</a>  <a href="http://www.eiu.com">www.eiu.com</a>  <a href="http://www.cia.gov">www.cia.gov</a>  <a href="http://www.umdced.com">www.umdced.com</a>  <a href="http://www.sba.gov">www.sba.gov</a>  <a href="http://www.marketingpower.com">www.marketingpower.com</a></p>
<b>INDICATIVE CONTENT:</b>	<p>Consumer behavior &amp; Marketing Management  Strategies for segmentation, targeting &amp; positioning  Measuring &amp; Managing successful marketing strategies for products and services  The strategic role of brands  Measuring and managing strong brands  New Product &amp; product decisions- Measuring key success factors  Distribution strategies  Pricing strategies  Communication strategies</p>