



# MARKETING CALCULATIONS

## General data

Course code:	
ECTS credits:	7
Type of the course:	Core course
Semester:	Fall, Semester 5
Course restrictions:	-
Course leader (with availabilities):	Petra Putzer, Dr. <a href="mailto:putzerp@tkk.pte.hu">putzerp@tkk.pte.hu</a> +36 72 501 599/23129
Further lecturer(s) (with availabilities):	Sunny Arora <a href="mailto:sunny.arora@spjimr.org">sunny.arora@spjimr.org</a>

## 1. Description and aims

The module aims to allow students to calculate and comprehend indices from the data available and on the basis of this make basis calculations and make recommendations. The measurement of the respective fields related to the market, marketing strategy and four Ps is a very important task, as they are the basis for the evaluation of the success of a certain activity. The course provides guide for understanding what and how should be and could be measured. Students learn the major (top ten) metrics related to the respective areas, their usability and interpretation.

## 2. Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

1. Use the main principles and key expressions of measurement in marketing, marketing metrics and marketing decision (*PILO1*),
2. Compare the different metrics (strength and limitations) (*PILO2*),
3. Evaluate the impact of marketing decisions and activities on the company's performance (*PILO3*),
4. Interpret, analyse and and solve basic marketing calculations problems through both creative and analytical thinking (*PILO4*),
5. Understand and apply the given marketing metrics correctly in daily business-life (*PILO6*),
6. Operate effectively within a team environment to calculate key metrics and write reports as the member of the dedicated team (*PILO 5*)
7. Write reports and develop presentation (*PILO6*).

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).

## 3. Content, schedule

The discussion of topics is divided into the following chapters:

1. Introduction: what marketing metrics are and how they work (1)
2. Market and market position metrics (2 & 3)



3. Margins and profits (2 & 3)
4. Customer profitability (2 & 3)
5. Product management (4&6)
6. Practice, Q&A (5)
7. Portfolio management (4&6)
8. Pricing strategy (4&6)
9. Channel management (4&6)
10. Sales force management (4&6)
11. Promotion (4&6)
12. Advertising metrics (4&6)
13. Q&A, Project work presentation (5&6)

#### 4. Learning and teaching strategy, methodology

*Principal teaching methodologies: lecture with flipped-classroom elements, in-class discussion, case study analysis.*

This module is delivered via a combination of lectures and practical exercises. The weekly classes are divided into two parts: the first part is a lecture, which is deployed to introduce the theoretical background briefly (CILO1, CILO2) and mainly to show the application of the metrics through short calculations (CILO 4). Seminars include discussions of the actual themes using case studies. Students work in groups (CILO 5) to solve a case study every week to practice how metrics can be used in daily business-life (CILO 3, CILO 6). Students will have to prepare individually and/or in groups for the following class by reading the assigned chapter of the textbook because the focus is on application and practice, so students' reflections on the actual material and their contributions to the discussion are considered to be important elements of the learning process.

#### 5. Assessment

*Formative assessment elements:* Oral feedback on in-class activities, discussion of the solution of project tasks solved during the classes, practice exercises connected to chapters that can be solved at home during the semester to practice (voluntary task).

*Summative assessment elements:*

Individual Assessment		60%	Group Assessment		40%	
Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Midterm 1	30%	exam	A written open-book exam based on chapters 1-6, containing 5-7 questions.	no	no	1,2,3
Midterm 2	30%	exam	A written open-book exam	no	no	4,6



			based on chapters 7-11, containing 5-7 questions.			
Project work	40%	coursework	Building on the lectures, students prepare in groups segments of a semester-long project for the seminars.  Theoretical issues will be brought to practice by project work.	one retake opportunity	yes	3, 5, 6

\* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

### Guidelines of using AI:

Position 2: Limited authorized use of AI (e.g., research assistance or specific tools and service providers). This means that generative AI tools can be used in specific ways for assessments. The specification of the tools and the assessment elements where AI tools can or can not be used is the responsibility of the module leader. Instructors must specify in their syllabi the allowed and disallowed uses of AI for their courses. Students must adhere to these rules.

### Midterm Exam – Use of AI Tools

The midterm exams are open book. AI tools may also be used to support information searching. However, copying and pasting solutions generated by AI tools, or directly reproducing suggested answers, is not permitted.

### Project work - Use of AI Tools

Students are permitted to use AI tools in this course under the following conditions:

- AI tools may be used to gather information and sources, and to assist in analysis.
- However, the use of AI tools to write the analysis or project report, or to copy/paste text directly from AI outputs, is strictly prohibited.

If AI tools are used, students must clearly indicate at the end of their work what tools were employed and for what specific purpose.

## 6. Learning materials

- Essential  
Neil Bendle - Paul W. Farris - Phillip Pfeifer - David Reibstein (2021): Marketing metrics. 4th ed. Pearson Education
- Recommended



Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein (2006) Marketing Metrics: 50+ Metrics Every Executive Should Master, Wharton School Publishing-Pearson Education, ISBN-10:0131873709

James D. Lenskold (2003): Marketing ROI: The Path to Campaign, Customer, and Corporate Profitability, American Marketing Association, ISBN-10:0071413634.

Tim Ambler (2003): Marketing and the bottom line: the marketing metrics to pump up cash flow. Prentice Hall/Pearson Education, ISBN-10:0273661949Further

## 7. Further information

<b>International</b> aspects embedded with the course
Case studies, calculations (different currencies) during the class, mixed (international teams) during the project work
<b>Ethics, Responsibility &amp; Sustainability (ERS)</b> aspects embedded with the course
Many metrics are suitable for measuring non-profitable projects and we emphasized that during the lectures.
<b>Connections to the world of practice</b> of the course
Project work, guest lecture by professionals