

MKTG40004 Advanced Marketing Metrics

Credit Points:	12.50
Level:	4 (Undergraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: Three hours per week Total Time Commitment: 144 hours per semester, including self directed study/research.
Prerequisites:	Entry into Master of Commerce (Management)/Master of Commerce (Marketing), Entry into BCom (Honours)
Corequisites:	None
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Contact:	Dr Greg Nyilasy gnyilasy@unimelb.edu.au (mailto:gnyilasy@unimelb.edu.au)
Subject Overview:	This subject expands students' knowledge of major theories and state of the art thinking in the measurement of marketing performance. It extends students' understanding of market research methods in covering advanced topics including: calculating the return on marketing investment; product diffusion models and forecasting; measuring customer satisfaction, brand attitudes, and brand equity; understanding the lifetime value of a customer; advertising effectiveness; use of conjoint analysis to evaluate new products; market sensitivity to promotions and price; sales-force optimisation.
Objectives:	On successful completion of this subject a student should be able to: <ul style="list-style-type: none"> • Explain the connection between marketing activities and the financial performance of the firm • Describe the conceptual frameworks and analytical tools available to marketing managers and how they can be applied most effectively • Critically evaluate marketing initiatives within organisations and understand their likely impact on business performance
Assessment:	A 3-hour end-of-semester examination (60%), a 1500 word assignment due in Week 6 (15%) and a 2500 word assignment due in Week 12 (25%)
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	On successful completion of this subject, students should have improved the following generic skills: <ul style="list-style-type: none"> • Interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; receptiveness to alternative ideas. • Oral communication; written communication; collaborative learning; problem solving; team work; statistical reasoning; application of theory to practice; accessing data and other information from a range of sources.

Related Course(s):	Master of Commerce (Management) Master of Commerce (Marketing)
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