

## MKTG90026 Marketing Metrics

<b>Credit Points:</b>	12.5
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2016, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: 3 contact hours per week Total Time Commitment: 144 hours per semester, including self-directed study and research
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: <a href="http://services.unimelb.edu.au/disability">http://services.unimelb.edu.au/disability</a></p>
<b>Coordinator:</b>	Dr Gergely Nyilasy
<b>Contact:</b>	Email: <a href="mailto:gnyilasy@unimelb.edu.au">gnyilasy@unimelb.edu.au</a> (mailto:gnyilasy@unimelb.edu.au)
<b>Subject Overview:</b>	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: product diffusion models and forecasting; measuring customer satisfaction, brand attitudes, and brand equity; understanding the lifetime value of a customer; advertising effectiveness; market sensitivity to promotions and price; sales-force optimisation; calculating the return on marketing investment.
<b>Learning Outcomes:</b>	<b>On successful completion of this subject a student should be able to:</b> <ul style="list-style-type: none"> <li># Describe the conceptual frameworks and analytical tools available to marketing managers and how they can be applied most effectively;</li> <li># Critically evaluate marketing initiatives within organisations and understand their likely impact on business performance; and</li> <li># Explain the connection between marketing activities and the financial performance of the firm.</li> </ul>
<b>Assessment:</b>	15 minute individual class presentation, due in an allocated week throughout the semester (15%); 3000 word group assignment (equivalent to 1000 words per student), due no later than Week 12 (25%); and 3-hour end-of-semester examination, taken during the exam period (60%).
<b>Prescribed Texts:</b>	You will be advised of prescribed texts by your lecturer.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>

<b>Generic Skills:</b>	<b>On successful completion of this subject, students should have improved the following generic skills:</b> <ul style="list-style-type: none"><li># Interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; receptiveness to alternative ideas; and</li><li># 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.</li></ul>
<b>Related Course(s):</b>	Master of Management (Marketing)
<b>Related Majors/Minors/ Specialisations:</b>	150 Point Master of Management (Marketing) 150 point Master of Marketing Communications 200 point Master of Marketing Communications