

MARK 2423 MARKETING ANALYTICS AND METRICS(3 credit hours)

Elmira College

SPRING 2025

Required Text:

1. Philip Kotler(2022). *Marketing Management*(16 ed.). Pearson.
2. Michael E. Porter(1980). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*(1st ed.). Free Press.
3. Paul W. Farris(2016). *Marketing Metrics*(3rd ed.). Pearson FT Press PTG.

Supplemental readings might be included to illustrate or expand on textbook readings.

Pre-requisites: ECON 2104 Intermediate Microeconomics I; ECON 1051 Introduction to Econometrics; MARK 1300 Introduction to Marketing

Course Description

This course integrates economic theory and econometrics to provide students with a comprehensive understanding of marketing strategies and consumer behavior. Emphasizing a multifaceted approach, the course delves into various aspects such as industry structure, historical perspectives, integrated brand promotion, market segmentation, optimal product mix, and effective message placement.

Course Objectives and Goals

- Develop a strong understanding of fundamental economic principles and theories relevant to marketing;
- Learn and apply econometric techniques to analyze marketing and consumer data;
- Examine different industry structures and understand how they impact marketing strategies;
- Investigate integrated brand promotion techniques, including advertising, public relations, and digital marketing;
- Analyze real-world marketing case studies to understand practical applications of economic theories and marketing strategies.

Evaluation of Performance

Your grade will be based upon your performance on exams, assignments, and participation.

4 Homework	10%
2 Quizzes	20%
Group Project and Report	20%
Midterm Exam	20%
Final Exam	30%

Total 100%

Grades will be assigned as follows:

A	93% and above	B-	80 - 82%	D+	67 - 69%
A-	90 - 92%	C+	77 - 79%	D	63 - 66%
B+	87 - 89%	C	73 - 76%	D-	60 - 62%
B	83 - 86%	C-	70 - 72%	F	59% or below

Withdrawal Policy: Please see Elmira College Bulletin for information on this policy.

Academic Honesty: Please read the section on Academic Honesty in the [Code of Conduct](#). Briefly, academic dishonesty includes: cheating, fabrication, facilitating academic dishonesty, and plagiarism. Ask if you have any questions on whether something constitutes as academic dishonesty. All work must be original and new. Past assignments from current or other courses will not be accepted. Academic dishonesty will not be tolerated. It will result in zero on the assignment, and a report will be filed with the school. Continued practice will result in failure of the class. Institutional penalties may also apply with repeated acts of academic honesty.

Student Responsibility:

- It is your responsibility to keep track of assignments and due dates.
- You should ask questions concerning assignments and lectures, if you need any clarifications.
- If you are struggling in class, have concerns, and/or unsure about expectations, please stop by during office hours or make an appointment for another time.

Tentative Schedule of Topics

<u>Topic</u>	<u>Materials</u>	<u>Tasks & Evaluations</u>
The Structural Analysis of Industries	Chapter 1	
Structural Determinants of the Intensity of Competition	Chapter 2	Homework 1
Structural Analysis Within Industries	Chapter 3	
Economic Profit—EVA	Chapter 4	
Margins and Profits	Chapter 5	
Economic-Value-to-Customer Pricing	Chapter 6	Homework 2
Customer Profitability	Chapter 7	
Marketing and Finance	Chapter 8	
Marketing Return on Investment	Chapter 9	Quiz 1
Analyzing Consumer Markets and Segmenting Consumer Markets	Chapter 10	
Geographic Segmentation and Behavioral Segmentation	Chapter 11	
Brands' Role for Consumers	Chapter 12	Midterm Exam
Brand Equity and Brand Power	Chapter 13	
Defining the Brand Mantra	Chapter 14	
Ingredient Branding	Chapter 15	Homework 3
Sales Force Management	Chapter 16	
Channel Management	Chapter 17	
Designing and Managing Products	Chapter 18	Homework 4

Product-Mix Pricing	Chapter 19	
Product Portfolio Design	Chapter 20	Quiz 2
Promotion	Chapter 21	
Advertising and Sponsorship Metrics	Chapter 22	
Crafting the Communication Message	Chapter 23	Group Project and Report
Online, Email, and Mobile Metrics	Chapter 24	
The Marketing Metrics X-Ray and Testing	Chapter 25	Final Exam