



## MKC2130, Marketing Decision Analysis SEMESTER 2, 2020

### Topic Schedule

| Week | Weekly Topic                                                                                                                                                                             |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Unit overview; Introduction to metrics and models; Market share analysis 1: AAU metrics, satisfaction and loyalty metrics, Net Promoter Score                                            |
| 2    | Market share analysis 2: Market share and its decomposition - penetration share, share of wallet, heavy usage index, strategic implications.                                             |
| 3    | Product management 1: Utilities, multi-attribute framework, predicting market shares from utilities, logit model                                                                         |
| 4    | Product management 2: New product design using conjoint analysis.                                                                                                                        |
| 5    | Product management 3: New product diffusion, Bass diffusion model, Trial and repeat model.<br><b>Case assignment will be released in Moodle.</b>                                         |
| 6    | Communication 1: Evaluating outcomes of price promotions, manufacturer vs. retailer perspectives on promotions.                                                                          |
| 7    | Communication 2: Advertising media metrics, advertising elasticity and response models                                                                                                   |
| 8    | Communication 3: Online advertising metrics, web analytics, social media metrics and sentiment analysis<br><b>Case analysis due.</b>                                                     |
| 9    | Marketing and Finance: ROS, ROI, incremental ROI, ROMI, evaluating multi-period investment                                                                                               |
| 10   | Profitability and pricing analysis 1: customer profitability - customer profit, retention, customer lifetime value, prospect value, acquisition vs. retention<br><b>Case report due.</b> |
| 11   | Profitability and pricing analysis 2: Pricing strategy - Demand curves, price elasticity, optimal pricing, residual price elasticity                                                     |
| 12   | Profitability and pricing analysis 3: Margins, variable and fixed costs, break-even analysis, target volume calculation.                                                                 |

## Unit learning outcomes

The learning goals associated with this unit are to:

1. equip students with the knowledge of a range of marketing metrics and models and an ability to apply them to analyse marketing scenarios, phenomenon, issues and problems
2. develop a capability to interpret metrics and model outcomes, evaluate strategies and develop managerial recommendation
3. recognise the strengths and limitations of various metrics and models.

## Assessment summary

| Assessment task                    | Value | Due date      | Learning Outcomes Assessed |
|------------------------------------|-------|---------------|----------------------------|
| Online Quizzes (best 10 out of 12) | 10%   | Weeks 2-12    | 1, 2, 3                    |
| Weekly lab exercises               | 20%   | Weeks 2-12    | 1, 2, 3                    |
| Case assignment                    | 30%   | Weeks 7 & 10  | 1, 2, 3                    |
| Exam                               | 40%   | To be advised | 1, 2, 3                    |