

**DETAILED COURSE SYLLABUS**  
*(Decision of NEU....., .....2021)*

**1. GENERAL INFORMATION**

- *Title (English): Marketing Metrics*
- *Title (Vietnamese): Đo lường Marketing*
- *Course number: CLC MAMK1170E*
- *General Education courses*
- *Units: 3 credits*
- + *Theoretical hours: 20 x 60 minutes = 20 hours*
- + *Discussion and group work hours: 20 x 60 minutes = 20 hours*
- *Prerequisite: Principles of Marketing and Marketing Research courses*

**2. LECTURER'S INFORMATION**

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Faculty: Marketing

**3. COURSE DESCRIPTIONS**

Marketing Metrics introduces indicators of marketing performance (process) and results; the role of marketing metrics in improving marketing investment efficiency for enterprises / organizations. The module also introduces a system of logical marketing metrics from strategic indicators such as market share, heart share, mind share marginal profit and profit to indicators of specific marketing tools such as products and product portfolio, customer value, sales force, price, communication. The marketing metrics always need to be adjusted to suit the actual conditions of enterprises. In the current Industrial Revolution 4.0 context, indicators of internet marketing activity will also be mentioned. The module will help students know how to prove their marketing contribution and use KPIs for their marketing activities.

**4. LEARNING RESOURCES: COURSE BOOKS, REFERENCE BOOKS, AND SOFTWARES**

1. David Raab (2009), The marketing performance Measurement Toolkit, NXB Racom Communication, Chicago
2. John Davis (2007), Đo lường tiếp thị, NXB Tổng hợp Tp. Hồ Chí Minh
3. Paul W Farris (2015), Marketing metrics, NXB Pearson Education
4. Philip Kotler và Milton (2013), Tiếp thị mở đường tăng trưởng, NXB Trẻ

**5. COURSE GOALS**

After completing the module, students must understand the role and concept of marketing metrics, know the contents of marketing metrics, from strategic measurement to tactical

measurement; understand and know how to apply key performants indicators in specific situation. Since then, when developing and implementing marketing strategies and programs, they can choose indicators to evaluate each activity and the results of marketing activities; When they become managers, they can evaluate and select marketing strategies and programs that match the marketing resources and objectives of organizations, businesses and individuals from time to time.

**Table 5.1: Course goals**

<b>Goals</b>	<b>Goals description</b>	<b>The standard outcome of the training program (ACBSP)</b>	<b>Capacity qualification</b>
G1	Remember general concept, content and methods of marketing metrics.	PLO2.1.1	III
G2	Understand the system of indicator to measure marketing performance and apply calculations in specific exercises	PLO2.4.1	IV
G3	Understand the system of indicators to measure marketing activities and apply calculations in specific exercises	PLO2.4.1	IV
G4	Analyze and evaluate the marketing results and activities of specific businesses cases	PLO2.5.1 PLO2.7.1	IV

## 6. COURSE LEARNING OUTCOMES (CLO)

Learners will be able to identify, understand and apply the marketing metric indicators to measure marketing performance. Furthermore, learners will be able to analyze, evaluate and demonstrate marketing strategies and marketing tactics.

**Table 6.1: Course Learning outcomes**

<b>Course Goal</b>	<b>Course Learning Outcomes</b>	<b>Learning Outcomes Description</b>	<b>Bloom's Taxonomy</b>
PLO2.1.1	CLO1.1.1	Define marketing metrics definition and characteristics	I
	CLO1.1.2	Identify marketing metrics content and methods of measuring	II
	CLO1.2.3	Describe the system of indicators to measure marketing performances	III
	CLO1.3.4	Describe the system of indicators to measure marketing activities	III
PLO2.4.1	CLO4.2.1	Calculate indicators to measure marketing performances in specific exercises	III
	CLO4.3.2	Calculate indicators to measure marketing activities in specific exercises	III
	CLO4.4.3	Analyze the marketing performances and activities of specific businesses cases	IV
PLO2.5.1	CLO5.2.1	Present group assignments for measuring marketing performance in English	IV
	CLO5.3.2	Present group assignments for measuring marketing activities in English	IV
PLO2.7.1	CLO7.4.1	Measure the marketing performances and activities of specific businesses cases	III
	CLO7.4.2	Evaluate the marketing performances and activities of specific businesses cases	IV

## 7. COURSE ASSESSMENT

**Table 7.1: Course assessment**

Evaluation form	Content	Week	Course learning outcomes	Evaluation criteria	Percentage (%)
[1]	[2]	[3]	[4]	[5]	[6]
Process evaluation	Participation at class	10 weeks	All CLO	Attendance and involvement in class discussion	10%
Midterm test	Part 2: Metric system of marketing performances	Week 5th	CLO4.2.1	Completion of individual test	20%
Individual and group assignments	Part 2: Metric system of marketing performances Part 3: Metric system of marketing activities	10 weeks	CLO4.2.1 CLO4.3.2 CLO4.4.3 CLO5.2.1 CLO5.3.2	Working attitude and contribution for individual and group assignments	20%
Final exam	Chapter 1- 9	After finishing the course	All CLO	Final test	50%

## 8.LESSON PLAN

**Table 8.1: Lesson plan**

Week	Content	Course learning outcomes	Activities	Assessment
1	<b>Part 1: Marketing metric overview</b> <b>Chapter 1: Overview of Balance scorecard and marketing metrics</b> 1.1. Overview of balanced scorecard (BSC) and Key performance indicators (KPIs) 1.2. Marketing metrics 1.3. Content and methods of marketing metrics 1.4. Different views on marketing metrics	CLO1.1.1	Study at home Study in class	Participation at class
2	<b>Part 2: Metric system of marketing performances</b> <b>Chapter 2: Metric system of share of market, hearts and minds</b> 2.1. Market share 2.2. Heart share 2.3. Mind share <b>Exercise:</b> Calculate indicators of share of market, hearts and minds	CLO1.2.3 CLO4.2.1	Study at home Study in class Individual assignment	Participation at class Doing exercises
3	<b>Chapter 3: Metric system of financial results</b> 3.1. Cost and marketing cost 3.2. Revenue, profit and margin profit 3.3. Property and brand indicators <b>Exercise:</b> Calculate indicators of financial results	CLO1.2.3 CLO4.2.1	Study at home Study in class Individual assignment	Participation at class Doing exercises

4	<b>Chapter 4: Metric system of customer profitability</b> 4.1 Indicators of customers 4.2. Customer value 4.3. Customer satisfaction and loyalty <b>Exercise:</b> Calculate indicators of customer profitability	CLO1.2.3 CLO4.2.1	Study at home Study in class Individual assignment	Participation at class Doing exercises
5	<b>Midterm test:</b> Part 2: Metric system of marketing performances	CLO4.2.1	Study at home Study in class Do midterm test	Participation at class Completion of midterm test
6	<b>Group work:</b> Analyze and evaluate the marketing performances of specific businesses cases	CLO4.2.1 CLO5.2.1	Group presentation	Answer of group discussion
7	<b>Part 3: Metric system of marketing activities</b> <b>Chapter 5: Metric system of product and portfolio</b> 5.1. Absolute indicators for new products 5.2. Relative indicators for products 5.3. Indicators for product categories 5.4. Product evaluation indicators 5.5. Indicators for service quality <b>Exercise:</b> Calculate indicators of products and portfolio	CLO1.3.4 CLO4.3.2	Study at home Study in class Individual assignment	Participation at class Doing exercises
8	<b>Chapter 6: Metric system of prices</b> 6.1. Indicators for selling prices 6.2. Indicators for changes in prices <b>Exercise:</b> Calculate indicators of price	CLO1.3.4 CLO4.3.2	Study at home Study in class Individual assignment	Participation at class Doing exercises
9	<b>Chapter 7: Metric system of channels</b> 7.1. Indicators of channel quantity 7.2. Indicators of channel quality <b>Exercise:</b> Calculate indicators of channels	CLO1.3.4 CLO4.3.2	Study at home Study in class Individual assignment	Participation at class Doing exercises
10	<b>Chapter 8: Metric system of sales force</b> 8.1. Sales team and workload 8.2. Indicators of sales activities 8.3. Indicators of sales results <b>Exercise:</b> Calculate indicators of sales force	CLO1.3.4 CLO4.3.2	Study at home Study in class Individual assignment	Participation at class Doing exercises
11	<b>Chapter 9: Metric system of marketing communication</b> 9.1 Indicators of advertising 9.2. Indicators of sales promotion 9.3. Indicators of direct marketing 9.4. Indicators of events 9.5. Indicators of online communication 9.6. Indicators of communication through social networks <b>Exercise:</b> Calculate indicators of marketing communication	CLO1.3.4 CLO4.3.2	Study at home Study in class Individual assignment	Participation at class Doing exercises

<b>12</b>	<b>Group work:</b> Analyze and evaluate the marketing activities of specific businesses cases	CLO4.3.2 CLO5.3.2	Study at home Study in class Group presentation	Participation at class Answer of group discussion
<b>13</b>	<b>Group work:</b> Analyze and evaluate the marketing activities of specific businesses cases	CLO4.2.1 CLO4.3.2 CLO4.4.3 CLO5.2.1 CLO5.3.2	Study at home Study in class Group presentation	Participation at class Answer of group discussion

## **9. COURSE REQUIREMENT & EXPECTATION**

### **9.1. Regulations of class attending**

- Students are responsible for attending the class. In case of absence, there must be sufficient and reasonable proof.
- Students absenting 5 sessions, for whatever reason or for any reason, are considered unsuccessful and must re-enroll.

### **9.2. Regulations of behavior in class**

- The module is based on the principle of respecting learners and the instructor. Any behaviors that affect teaching and learning process are strictly prohibited.
- Students must be on time. Students who are late more than 10 minutes after the start of class will not be able to attend the class.
- Do not make noise nor affect other people in the learning process.
- Do not eat, chew gum, use equipment such as telephone, music player during learning hours.
- Notebooks, tablet computers are only used for the purpose of recording lectures, doing group project.

**INSTITUTE OF ADVANCED  
EDUCATIONAL PROGRAM**

**HEAD OF  
DEPARTMENT**

**LECTURER**

*Associate. Prof. Dr.*

*Phạm Thị Huyền*

*Dr. Lê Thùy Hương*