



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

COURSE NAME AND CODE: Marketing Indicators and Metrics (3115TRADEM)

PROGRAM: Bachelor of Business Administration (BBA),
Bachelor of Administration & Service (BA&S)
Bachelor of International Business (BIB)
Bachelor of International Marketing & Logistics Administration (BIMLA)
Bachelor of Economics & International Finance (BEIF)
Bachelor of Gastronomy (GAS)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2020-2
ACADEMIC	Marketing

DEPARTMENT			
Subject type	Elective/Emphasis		
Language	Spanish		
Semester	Programme	Semester	
	BBA	Elective	
	BA&S	Elective	
	BIB	Elective	
	BIMLA	Elective	
	BEIF	Elective	
	GAS	Elective	
Number of Academic Credits	2		
Hours of academic work	96		
Contact hours	32		
Hours of independent/autonomous work	64		
Learning prerequisites	<ul style="list-style-type: none"> N/A 		

International Component	<ul style="list-style-type: none"> National and international standards, policies, regulations and mores related to the professional field. Vocabulary and technical language to communicate in different cultural contexts. 					
Sustainable Development Goals (SDG)	SDG: 4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	Know, apply, evaluate and integrate marketing indicators to establish performance criteria of the organization's marketing plans					
Key Words:	Marketing, Market Indicators, Market Metrics.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO 01 ILO 02 ILO 03 ILO 05 BIMLA ILO 07 BIMLA ILO 08 BUMLA ILO 09	Knows and evaluates the different performance indicators of the marketing management elements in the local and global context Interprets and explains the performance of marketing management based	Knowledge Skill	Introduction to Market Metrics: fundamentals and basic notions of marketing and its relationship with measurement Marketing measurement hierarchy, metrics for marketing management, The contribution of marketing. fixed and variable costs, marketing area deadlock, sales profit target	Theoretical Class Discovery Based Learning	Formative Assesment Formative Assesment Summative Assesment

		on the different indicators of the marketing mix				
ILO 01 ILO 02 ILO 03 ILO 05 BIMLA ILO 07 BIMLA ILO 09	Applies the use of different indicators to analyse the environment	Skill	General marketing metrics Quality metrics, marketing and customer metrics; brand equity, market share, market penetration	Theoretical Class	Formative Assesment	
ILO 01 ILO 02 ILO 03 ILO 04 BIMLA ILO 07 BIMLA ILO 09	Evaluates and predicts the performance of the organization based on the use of marketing management metrics	Knowledge	Brand equity, sales and distribution metrics: showroom profitability, channel cost structures, workshop Category management, channel sales forecast, ROI, efficiency and effectiveness, distribution coverage, channel weight, channel width, channel share	Theoretical Class	Formative Assesment	
	Integrates and selects management indicators in an ethical and responsible way with the environment and the organization.	Knowledge	Merchandising metrics, availability, stock analysis, logistics metrics, inventory indexes, general metrics of the sales area, operational metrics of the sales area Product and price metrics: gross margin, CV ratio, product profitability, efficiency and ethics, deadlock, deadlock Advertising and promotion metrics: impact and GRP's, GRP's cost, share of spending, share of voice, efficiency and effectiveness, promotions	Theoretical Class	Formative Assesment	
<p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO 02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO 03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO 04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO 05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p>						

	<p>ILO 06: Principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor). (NO APLICA PARA GASTRO Y ECONOMIA)</p> <p>BIMLA ILO 07: Apply technical skills in marketing and logistics: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p> <p>BIMLA ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p>
<p>Bibliograph y</p>	<ul style="list-style-type: none"> • Domiguez, A., Muñoz, G.(2010). Métricas del marketing. (2ª Ed.) Madrid: ESIC. • Lehmann, D. Reibstein, D., (2006). Marketing metrics and financial performance. MSI (marketing science institute) • Bendle, F. Reibstein, P. (2008). Marketing metrics. Wharton School Publishing