MKT 599- Marketing Metrics for Business Decisions

You Should Take This Class If You

- Aspire to be a Marketing professional, this course will help you use metrics more effectively to arrive at Marketing decisions, identify other (more appropriate) metrics, and serve as an effective advocate for the Marketing budget.
- Are likely to take on a financial role, you will gain insight on the Marketing budget and the financial value of Marketing expenditures.
- Aspire to be a consultant or a general manager, you will learn to assess the health of the organization – with a specific focus on the customers and the Marketing function.

Course Description

At the heart of great business organizations are great business decisions. In order to make a specific business decision, businesses typically rely on metrics generated from data. In addition, metrics are critical for effective business communication. This course is a curated mix of case studies, data analysis and lectures that focuses on three (interlinked) parts:

a) Measuring Marketing - What metrics should we focus on and how should we interpret them?
b) Identifying and developing new metrics /dashboards from data and analytic models.
c) Relating Marketing metrics to the firm – especially the Sales and Finance functions.

Deliverables

- 9 Case Analyses (Individual & Group)
- 6 Quizzes (Individual)
- 6 Assignments (Individual)
- Project (Team)

Course Essentials

16562
TTH
03:30- 04:50pm
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