### 1. THE FOCAL COURSE
- **MKTG 3700 Marketing and Money (M&M)** is an undergraduate Marketing Math course.
- It is required for marketing majors in the COB.
- It is taught in face to face and online formats.
- A majority of students take it face to face.
- The class is organized, in both instructional formats, into “Learning Modules or LM’s”.

### 2. PRE-LEG 2012 COURSE CONTENT: THE 11 LMs

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### 3. HOW THE CLASS IS TAUGHT
- The main M&M teaching vehicle is a mini-case.
- Accompanied by a blank, professor’s Excel workbook.
- In a semester, cover about 50 cases in the 11 LMs.
- In the face to face class, various Marketing Math concepts are discussed using these cases.
- The cases are solved in class by hand and/or Excel.
- Students are encouraged to participate by responding to a series of professor questions/prompts.
- And learn to analyze the cases step-by-step.
- Later on, similar cases are assigned for grade to be solved using the professor’s Excel worksheets.
- Students also design the Excel workbook for one or two “Comprehensive Case” themselves and solve.
- And then a PowerPoint presentation for that CC case.

### 4. TEACHING THE ONLINE FORMAT
- Students in the asynchronous online format are completely dependent upon UNT Blackboard Learn.
- On the website, each Learning Module is anchored by an enhanced PDF PowerPoint presentation.
- Mini case PDFs, their blank Excel worksheets and PDFs of solutions are hyperlinked within each module.

### 5. RESOURCES FOR THE ONLINE Class
- Students go through the 11 Learning Modules, released according to the syllabus timeline.
- Additional help for solving the mini cases is in the form of Camtasia Audio+Videos (A+Vs).
- Recorded using the Samson USB Mic.
- Most A+Vs are of the professor solving the case by hand on a digital writing tablet.
- Other A+Vs demonstrate how to solve mini cases using the professor’s Excel worksheets.
- There are also A+Vs on how to design and solve a case Excel worksheet from scratch.
- And A+Vs on showcasing the Excel results by designing a PowerPoint presentation.

### 6. ONLINE RESOURCES FOR TRADITIONAL CLASS
- Students in the face to face format are enrolled in their own Blackboard Learn site.
- And allowed access to the online materials via that site.
- However, resources are activated only AFTER the topics are covered in the classroom.
- Therefore, the online resources are designed to be a virtual “tutor” in the face to face class.
- This feature maybe unique to MKTG 3700.

### 7. LEG 2012 OBJECTIVES

| i.  | Add about 10 new cases, several in the area of multiple-product break even point |
| ii. | Add a new 73-slide Learning Module on Market Measurement and Forecasting |

### 8. COMPLETING LEG 2012 OBJECTIVE # i
- Several new multi-product break even cases were first located and author/publisher permissions secured.
- Afterward each case was re-written to fit the standard one page format.
- Its blank Excel worksheet then prepared, solved, printed to PDF and both linked in the lesson module PDF.
- The corresponding formula worksheet PDF was also prepared and linked in the lesson module PDF.
- But the formula hyperlink was subsequently deactivated by deleting the file.
- Thus giving students access to the A+V and the solution PDF, but not the formula PDF.
- In graded assignments, their challenge is to exactly match the professor’s solution by writing their own formulas.

### 9. COMPLETING LEG 2012 OBJECTIVE # ii
- Illustration of multi-product breakeven: mini case and its blank Excel worksheet.

### 10. COMPLETING LEG 2012 OBJECTIVE # i
- Multi-product breakeven: solution and formula.

### 11. COMPLETING LEG 2012 OBJECTIVE # ii
- For LEG 2012 objective # 2, a new, online only, self-taught Learning Module was put together.
- In this LM # 12, as with the others, the anchor was an enhanced PDF PowerPoint presentation.
- Within that topics were organized with hyperlinked PDFs, Excel worksheets and A+Vs as in other modules.

### 12. COMPLETING LEG 2012 OBJECTIVE # ii
- LM # 12 includes 14 forecasting problems, such as this one on Absolute Market Potential or AMP.
- Solved step-by-step, in a sequence of slides, with some A+Vs as well, for help where deemed necessary.
- From the problem (left) to its solution (right).

### 13. COMPLETING LEG 2012 OBJECTIVE # ii
- LM # 12 also includes other mini cases, such as this, all with Excel resources, and some with A+V

### 14. COMPLETING LEG 2012 OBJECTIVE # ii
- LM # 12 ends with a time series forecasting case.
- A+Vs show how to adjust the data for seasonality.
- And then forecast using Naive, Moving Average, Exponential Smoothing and Simple Regression.
- Since time series data are plentiful, the intent is keep augmenting this FL Tourism case with new problems.

### 15. NATIONAL RECOGNITION OF APPROACH
MKTG 3700 has won national-level recognition.

### 16. WANT EVEN MORE DETAILED INFORMATION?
MKTG 3700 Marketing and Money is fully described here:
Ganesh, Gopala, Sun, Qin and Samjit Barat (2010), “Improving the Marketing Math Skills of Marketing Undergraduate Students through a Unique Undergraduate Marketing Math Course”, Marketing Education Review.

An expanded presentation of this poster is located at:
http://faculty.coba.unt.edu/ganesh/
Scroll down to UFTLA2013.
The UserName is utla2013 and pw is goodluck

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