	ORIGINAL COURSE IMPLEMENTATION DATE:	September 2007
	REVISED COURSE IMPLEMENTATION DATE:	January 2026
	COURSE TO BE REVIEWED (six years after UEC approval):	August 2031

Course outline form version: 26/01/2024

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 326	Number of Credits: 3 Course credit policy (105)

Course Full Title: Measuring Marketing Effectiveness
Course Short Title: Measuring Mktg Effectiveness

Faculty: Faculty of Business and Computing	Department (or program if no department): School of Business

Calendar Description:

Focuses on marketing accountability and how to measure it. Students explore the techniques and tools used to measure the effectiveness of marketing activities. Students then apply this knowledge to develop management dashboards designed to track marketing activity outcomes by setting performance targets for each of the promotion mix elements used by a company in executing its marketing strategy.

Prerequisites (or NONE):	BUS 120, BUS 247, and BUS 249.
Corequisites (if applicable, or NONE):	NONE
Pre/corequisites (if applicable, or NONE):	NONE

Antirequisite Courses *(Cannot be taken for additional credit.)*

Former course code/number:

Cross-listed with:

Equivalent course(s):

(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Course Details

Special Topics course: **No**
  (If yes, the course will be offered under different letter designations representing different topics.)

Directed Study course: **No**
  (See policy 207 for more information.)

Grading System: **Letter grades**

Delivery Mode: **May be offered in multiple delivery modes**

Expected frequency: **Annually**

Maximum enrolment (for information only): **25**

Typical Structure of Instructional Hours

Tutorials/workshops	30
Lecture/seminar	15
Total hours	**45**

Scheduled Laboratory Hours

Labs to be scheduled independent of lecture hours: ☒ No   ☐ Yes

Prior Learning Assessment and Recognition (PLAR)

PLAR is available for this course.

Transfer Credit *(See bctransferguide.ca.)*

Transfer credit already exists: **Yes**

Submit outline for (re)articulation: **No**
  (If yes, fill in transfer credit form.)

Department approval	**Date of meeting:**	April 1, 2025
Faculty Council approval	**Date of meeting:**	April 11, 2025
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	August 28, 2025

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Explain the evolution of marketing performance metrics systems.
2. Evaluate the effectiveness of ethical use of AI in developing marketing performance measurement systems.
3. Compare the differences between western business performance standards to those of other cultures including Canadian and international Indigenous cultures.
4. Develop a marketing metric system for product positioning and customer profitability.
5. Design a marketing metric system to evaluate brand positioning, pricing strategy, and customer value.
6. Develop a marketing metric system to evaluate traditional media spend.
7. Design corporate performance dashboards for both western business practices and other business cultures including Canadian and international Indigenous business cultures, using real company data.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Final exam:	25%	Project:	35%	
Assignments:	40%			

Details:

Project includes a group written assignment and presentation.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

This is primarily a case-based learning course. Lectures, in-class case problem solving, group case assignments, and presentations.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

	Type	Author or description	Title and publication/access details	Year
1.	Textbook	Bendle, N., et al	Marketing Metrics	Current
2.				
3.				
4.				
5.				

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

n/a

Course Content and Topics

Module One: Application of costing models to marketing data
- Cost behaviour including variable cost and fixed costs, breakeven analysis, and activity-based costing (LO 1)
- Spreadsheet layout and design automation
- Case assignments (LO 1-3)

Module Two: Determination of value
- Pricing for long-run profitability
- Measuring customer value using EVE and Fair Value Line
- Measuring product and product line price strategy profitability
- Measuring customer profitability by sector and individually
- Case assignments (LO 2-5)

Module Three: Traditional quantitative and qualitative metrics
- Traditional financial media marketing metric development and implementation process for the promotion mix
- Measuring marketing lifecycle performance using non-financial metrics for the promotion mix activities
- Benchmarking and dashboards
- Case assignments (LO 2-7)

Module Four: Client performance audit
- Prepare a client performance tracking system (LO 1-7)
- Final exam (LO 1-7)