



FH Salzburg

Course Syllabus

Study programm	Business Management
Course code	BWIB4AMMIL
Course title	Applied Marketing Metrics
Term / year of study when the course is delivered	Spring/Summer Term
Cycle	1st cycle
ECTS credits / contact hours	5 / 28
Teaching units (hours/week - SWS)	2
Course type	ILV (Interactive lecture)
Prerequisites	<ul style="list-style-type: none">• B2 level in English, basic understanding of business management
Language of instruction	English
Course content	<p>This lecture aims to first theoretically explore the field of measuring communication effectiveness using state-of-the-art technology and subsequently implement a study. The first part of this lecture serves to differentiate the diverse communication targets as well as to explain the different possibilities of e.g., eye tracking technology. In the second part, student groups will independently implement their own empirical endeavours at the Business Management research lab.</p>
Learning outcomes	<p>After attending this course, the student</p> <ul style="list-style-type: none">• Knows how to collect and analyze data relevant for marketing activities

**Technology
Health
Media**

	<ul style="list-style-type: none"> • Understands how to use the marketing metrics technology • Is able to derive implications from collected data 															
Learning methods	Study paper, case studies; group discussions, group assignments															
Assessment methods & criteria	<p>The overall assessment consists of two components:</p> <ul style="list-style-type: none"> • Participation and engagement in classroom • Written analysis 															
Grading Scale	<table> <tr> <td>1</td> <td>Excellent</td> <td>100 - 93%</td> </tr> <tr> <td>2</td> <td>Good</td> <td>83 - 92%</td> </tr> <tr> <td>3</td> <td>Good average</td> <td>70 - 82%</td> </tr> <tr> <td>4</td> <td>Below average</td> <td>50 - 69%</td> </tr> <tr> <td>5</td> <td>Insufficient</td> <td>< 50%</td> </tr> </table>	1	Excellent	100 - 93%	2	Good	83 - 92%	3	Good average	70 - 82%	4	Below average	50 - 69%	5	Insufficient	< 50%
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2	Good	83 - 92%														
3	Good average	70 - 82%														
4	Below average	50 - 69%														
5	Insufficient	< 50%														
Recommended resources	<ul style="list-style-type: none"> • Field, A. (2018): Discovering Statistics Using IBM SPSS. London • Holmqvist, K. (2015): Eye Tracking: A comprehensive guide to methods and measures. New York. • Duchowski, A. (2009): Eye Tracking Methodology: Theory and Practice. London. 															
Attendance	75%															

Version: 16 July 2019



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