

MKTC 352: MEASUREMENT AND REPORTING

This undergraduate marketing course focuses on measuring and reporting strategies to achieve and optimize marketing objectives. Students will learn to develop key performance indicators (KPIs), set benchmarks based on those KPIs to monitor progress, analyze marketing data, and create comprehensive reports to guide strategic decisions. Emphasis is placed on leveraging analytics tools, interpreting performance metrics, and effectively communicating insights to stakeholders. By the end of the course, students will be equipped to assess marketing effectiveness, identify areas for improvement, and implement data-driven strategies to enhance marketing outcomes.

Credits: 3

Department: [Marketing Communication](#)