

## FREQUENTLY ASKED QUESTIONS (FAQS) FOR MBTN Academy

### 1. I've received my login, but I'm not sure what to do now.

Go to <http://www.mbtn.academy/>, and login with your User ID and Password. After you have logged in, go to the **ACCOUNT INFO** option under the **MY ACCOUNT** menu (if a payment is due, you will automatically be taken to this screen). Scroll down to review and/or update your name and email address.\* You can also change your password on this screen.

**\*NOTE:** It is **ESSENTIAL** that this information be accurate so that a) if you forget your password or username, it can be emailed to you and b) your instructor (if using as part of a group) can accurately track your progress.

**Optional:** Select which social initiative you'd like to support, as included with your MBTN account!

After reviewing your information, click on the **MODULES** link under the **MY ACCOUNT** menu. Here is where you will find links to all the modules that will be covered in your course. Think of this page as your "home base".

### 2. Can you explain more about how the page listing all the modules works?

Under the column "Tutorial" will be one or more links to introductory presentations on each topic assigned for your course. These are available in html5 or pdf format and can be accessed by clicking on the format you prefer. The tutorials are a good place to start as they will provide you with background concepts on the topic and easy-to-follow examples of how various metrics are calculated.

Once you believe you have a good grasp of the content, you can then look under the "Problem Sets" column and click on "Launch." This will launch the self-paced module that will give you the opportunity to apply the content based on a simple business situation. Each problem set consists of a business situation (story) and 4-8 questions to answer.

The scores listed on the **MODULES** screen are usually automatically updated when you leave the quiz window. You may either refresh your screen to see the latest scores or click on the **MODULES** menu link. Your actual score in the database is constantly being updated as you progress through the quiz. (So, if you do not see the updated information, it is only a matter of the screen display.)

### 3. How do the problem sets work?

For every topic there are several problem sets, each consisting of 4-10 questions based on a realistic business situation. You will have two opportunities to answer each question correctly before having the option to show how the question was solved using the SHOW ME button and advance to the next question.\* After you have attempted to answer all the questions for a particular problem set, you will move to the next problem set with a new business situation. Generally, you will find the first questions in a problem set less complex so that you can build toward more difficult questions at the end of the problem set.

**\*NOTE:** Sometimes a professor will opt to have automatic advancement after two tries.

Once you have gone through all the problem sets you will be cycled back to begin again on problem set #1, question #1, with new values. In this way, you will be given the opportunity to answer all of the questions in all of the problem sets correctly. You will be guided through each problem set until you get 100% of the questions associated with that problem set correct.

Once you have answered a question correctly, it is always considered correct even if you get it wrong the next time through, so there is no risk to your module score for practicing and reviewing. If you have answered a question correctly, you will have the option of skipping it the next time through. If you have answered all the questions in a problem set correctly, that is considered a completed problem set. You will have the option of skipping completed problem sets.

**NOTE:** There are some other variations available for how to proceed through the problem sets, but these are less often used.

#### 4. How do I get promoted?

There are four levels of achievement provided in MBTN:

- Mailroom Clerk = just getting started, no questions answered correctly yet
- Brand Assistant = 1 problem set complete or 60% of questions correct
- Brand Manager = 2 problem sets complete or 80% of questions correct
- Chief Marketing Officer or CEO = all problem sets complete (100% of questions correct)

#### 5. When am I finished with a Topic?

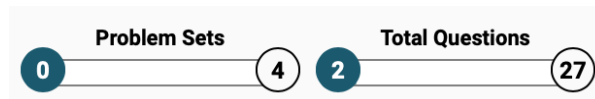
The self-paced modules are designed to let you practice until you have mastered the topic. For each topic there are several stories or problem sets with multiple questions. MBTN considers a problem set and/or a topic “complete” when all of the questions in all of the problem sets have been answered correctly. The idea is to work toward mastery of a topic, not just assessment.

**NOTE:** Your instructor may set a different goal for you, such as successfully completing 3 problem sets or achieving a score of 90% on each module. **PLEASE FOLLOW YOUR INSTRUCTOR'S GUIDELINES.**

Once all problem sets have been completed, you may continue to practice using the problem sets throughout the semester. (Once a question is correct or a problem set is complete, it is always correct/complete - even if you retry).

#### 6. I'm sure that I correctly answered some of the questions, but my scores don't seem to reflect my progress on the main screen.

The scores listed on the **MODULES** screen are automatically updated when you leave the problem set window, but not while you are working on the problem sets. You can follow your progress on the top right of the problem set window as shown below (example shows getting the first two questions correct out of 27 total). You may either refresh the main screen to see the latest scores or click on the **MODULES** menu link.

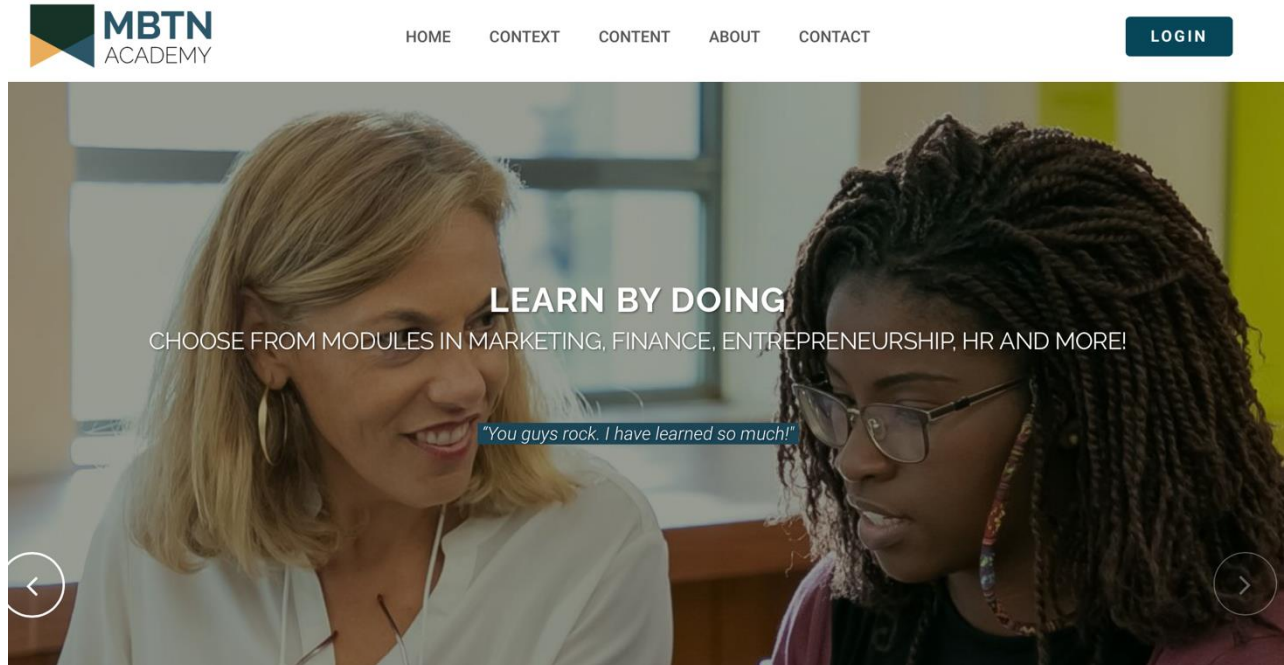


## Instructions for Using MBTN Academy

1. Go to the following URL:

<http://www.mbtn.academy/>

where you should see something similar to the following screen:



2. Login with your Username and Password provided by your instructor or via email by MBTN. Each person has a unique Username and Password. Please make sure you use the ones assigned to you. You may select a new password after you login. Depending on how your course was set-up, you also may need to register (name and email address). It is important that we have your email address should circumstances arise that we need to get in touch with you and so that you may request your username or password should you lose that information. You may update these at any time using the **ACCOUNT INFO** page under the **MY ACCOUNT** menu.

If your institution / university is not paying for your use of MBTN, you will also need to take care of your payment via Paypal. A Paypal account is not required for payment. You may use a credit card without creating a Paypal account.

3. Use the **MODULES** menu option under **MY ACCOUNT** to begin your work on the assignments.

A screen similar to the one below will appear (but with your course and modules). First, click one of the Tutorials (you may choose either the html5 or a pdf) and page through the PowerPoint style overview. Then click “Launch” to begin working on the problem sets.



HOME MY ACCOUNT CONTEXT CONTENT ABOUT

#### Darden First Year Marketing with Luca Cian Sec A F16 - Shery Olander

Module	Tutorial	Problem Sets	Due Date	Problem Sets Completed	Module Score	Level Achieved
Margins 2: Channels (Calculating Margins)	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	8/26/2016	0 of 4	0.0%	N/A
Breakeven Analysis	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	8/26/2016	0 of 4	0.0%	N/A
Cannibalization	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	9/2/2016	0 of 4	0.0%	N/A
Profit Dynamics	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	9/2/2016	0 of 4	0.0%	N/A
Conjoint Analysis	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	9/9/2016	0 of 4	0.0%	N/A
New Product Forecasting	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	9/30/2016	0 of 4	0.0%	N/A
Sales Force Management II	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	10/7/2016	0 of 4	0.0%	N/A
Customer Lifetime Value II	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	10/7/2016	0 of 4	0.0%	N/A

You can log off any time. When you are ready to continue, return to <http://www.mbtn.academy/> and login again. You will pick up where you left off in any particular module.

4. You will be able to track your progress from this screen. It will automatically update when you exit the problem sets, however, you may force the update by selecting **MODULES** again or refreshing the screen. Please ask your instructor for how your grade for MBTN will be determined.

You will have multiple opportunities to answer a question. After the first time through a problem set you may skip questions that you have previously answered correctly.

If you have forgotten your login information, please use the “Forgot your password?” link from the **LOGIN** page. If you experience any other problems, please use the **CONTACT** menu choice and fill out the form. Note: All of the questions and tutorials have been tested many times, but if you believe a question or explanation can be improved, please note the problem set ID and create a screenshot and paste the wording that needs improvement. Email your question/observation along with the problem set ID, and screenshot to [support@mbtn.academy](mailto:support@mbtn.academy).

## Instructions for MBTN Certification Exams

If your instructor has selected one or more of the certification exams and the appropriate modules associated with the certification, you will gain access to the MBTN certification exam upon completion of the required modules. There is no additional cost for adding the certification exams. We've added it as a way for students to demonstrate their knowledge to external parties. Please note, however, that the certification exams are rigorous. Approximately only 30-40% of the students who begin the certification process actually complete it.

If the certification exam option for your course has been activated, you will see additional information beneath the modules similar to what is displayed on the screen below:

Module	Tutorial	Problem Sets	Due Date	Problem Sets Completed	Module Score	Level Achieved
Margins 2: Channels	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	2/12/2021	0 of 4	0.0%	N/A
Breakeven Analysis	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	2/26/2021	0 of 4	0.0%	N/A
Profit Dynamics	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	3/5/2021	0 of 4	0.0%	N/A
Cannibalization	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	3/19/2021	0 of 4	0.0%	N/A
Market Share Metrics 1	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	3/24/2021	0 of 4	0.0%	N/A
Promotion Profitability	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	3/31/2021	0 of 4	0.0%	N/A
Customer Lifetime Value 1	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	4/16/2021	0 of 4	0.0%	N/A
Customer Lifetime Value 2	<a href="#">html5 / pdf</a>	<a href="#">Launch</a>	4/30/2021	0 of 4	0.0%	N/A

### MBTN Certification Requirements

Exam	Modules Required (100% Score)
Customer Lifetime Value	<input type="checkbox"/> Customer Lifetime Value 1 <input type="checkbox"/> Customer Lifetime Value 2
Profit Impact Metrics	<input type="checkbox"/> Breakeven Analysis —— AND —— <input type="checkbox"/> Cannibalization —— AND —— <input type="checkbox"/> Profit Dynamics —— AND —— <input type="checkbox"/> Margins 2: Channels

In the example above, the instructor has selected two certifications – Customer Lifetime Value and Profit Impact Metrics. For each of these certifications, the student must first complete (meaning score 100%) on the required modules. Thus, for the Customer Lifetime Value certification, a student would have to score 100% on both the Customer Lifetime Value 1 and 2 modules. Once that requirement is met, the student will be given access to the certification exam.

Important! The certification exams are overall more difficult than the problem set questions and each question has its own story. You will have 40 minutes to complete the exam. Once you have started the exam, that is considered an attempt, so be sure you are ready when you click on the exam link. You must score 80% on the exam to receive the certification. If you do not pass the exam on your first attempt, you may try again in 7 days. However, unlike the problem sets, you won't receive feedback on your answers or explanations for the questions.