

# MARKETING METRICS CERTIFICATION



**MBTN**  
ACADEMY

## MBTN CERTIFICATIONS IN:

- Profit Impact Metrics
- Customer Lifetime Value
- Distribution Metrics
- Advertising Metrics
- Pricing & Demand Metrics
- Marketing Mix Metrics

There is **no additional cost to students** to add the certification process beyond the required modules. Upon successful completion of the associated modules and certification exam, students may create a digital certificate on their LinkedIn profile.

**Profit Impact Metrics:** Requires Margins 1 or Margins 2, Breakeven, Profit Dynamics, and Cannibalization.

**Customer Lifetime Value Metrics:** Requires Customer Acquisition Cost, CLV 1 and 2.

**Distribution Metrics:** Requires Margins 2, Distribution Metrics, and New Product Forecasting.

**Advertising Metrics:** Requires Advertising Metrics and Web Metrics.

**Pricing and Demand Analytics:** Requires Profit Dynamics, Pricing 1 and 2.

**Marketing Mix Metrics:** Requires Advertising Metrics, Distribution Metrics, Pricing 1, Promotion Metrics, Sales Force Management 2, and New Product Forecasting.

The certification exams were developed jointly with Paul Farris, co-author of **Marketing Metrics 4e**.



## PRICING PER STUDENT / SEMESTER

1-3 Modules:	\$9.95
4-6 Modules:	\$14.95
7-10 Modules:	\$19.95
All Marketing Modules:	\$29.95
All Modules:	\$39.95

## PRODUCT OVERVIEW

MBTN allows your students to review and apply business concepts at their own pace through easy-to-use, **on-line tutorials and problem sets**, authored by professors at leading business schools.

Our goal is to improve students' business skills through these interactive exercises. We look forward to working with you!