

MARKETING METRICS CERTIFICATION



MBTN CERTIFICATIONS IN:

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

These certification exams were developed and designed jointly with Professor Paul Farris, co-author of **Marketing Metrics 4e**.

There is no additional cost to students to add the certification process or to take the certification exams. Upon successful completion of the associated modules and certification exam, students will have the option of creating 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.



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!