

MARKETING PRINCIPLES



MBTN
ACADEMY

SUGGESTED MODULES:

- Percentages and/or Algebra 1
- Margins 1: Introduction
- Breakeven Analysis
- Profit Dynamics
- Market Share Metrics 1
- Customer Lifetime Value 1

Students may benefit from the content of modules **Percentages and/or Algebra 1**. Percentages covers calculating percentages in the context of business math, while Algebra 1 reviews order of operations and solving for X in several business scenarios.

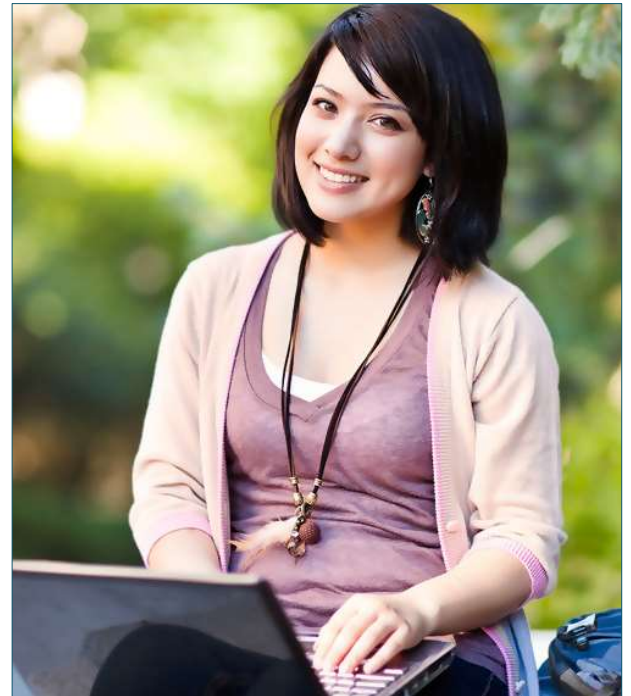
Margins 1: Introduction covers the concepts of margins (currency and percentages), the relationship between selling price, cost and margins, and total contribution margin.

Breakeven Analysis explains variable, fixed, average and marginal costs, contribution, contribution margin, unit and dollar breakeven sales, and target profit.

Profit Dynamics introduces target profit and volume, and price-volume interaction.

Market Share Metrics 1 covers unit and revenue market share, market penetration, relative market share, and market concentration.

Customer Lifetime Value 1 introduces the concept of CLV and provides a general framework for how to approach CLV valuation.



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 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!