MARKETING RESEARCH + CASES

MBTN ACADEMY

SUGGESTED MODULES:

- Conjoint Analysis
- Perceptual Mapping
- Marketing Experiments 1
- Marketing Experiments 2
- Statistics 2: Correlation & Regression

Suggested Cases from Darden Business School Publishing. Choose any 3 cases for $2.95 each.

Portland Trail Blazers contracts a marketing research firm to conduct a conjoint analysis focusing on several aspects of its season ticket offerings with the hope that it can profitably improve its attractiveness.

Product Line Strategy at Porsche provides an opportunity for students to analyze the optimal breadth of a product line that will balance sales, profitability, dealer satisfaction, and long-term brand health and customer satisfaction.

Advertising Experiments at Ohio Art provides students with examples of two real advertising experiments and the challenges involved in executing the experiments.

Cluster Analysis for Segmentation provides an overview of segmentation using K-means clustering. A simple algorithm for K-means clustering and the process of profiling clusters are provided.

Design of Price and Advertising Elasticity Models
In this note, we consider the design of models that allow managers to obtain robust price and advertising elasticity estimates.

PRICING PER STUDENT / SEMESTER

1-3 Modules:	$9.95
4-6 Modules:	$14.95
7-10 Modules:	$19.95
All Marketing Modules:	$29.95
Darden Cases:	$2.95

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!

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