

MARKETING METRICS CERTIFICATION



MBTN
ACADEMY

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**.

Upon successful completion of the associated modules and certification exam, you will have the option of creating a digital certificate on your LinkedIn profile and you will receive a custom link which may be added to your electronic resume.

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

Customer Lifetime Value Metrics: Requires Customer Lifetime Value 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.



MBTN INDIVIDUAL PRICING

Business Prep Course (6 mo):	\$14.95
Per Certificate (6 mo):	\$14.95
Entrepreneurship Bundle (6 mo):	\$29.95
All Finance Modules (6 mo):	\$49.95
All Marketing Module (6 mo):	\$59.95
All Modules (1 Year):	\$99.95

PRODUCT OVERVIEW

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

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