

# 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**.

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.



## 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!