

MARKETING MODULES



MBTN
ACADEMY

- Advertising Metrics
- Breakeven Analysis
- Cannibalization
- Conjoint Analysis
- Customer Acquisition Cost
- Customer Lifetime Value 1
- Customer Lifetime Value 2
- Distribution Measures
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- New Product Forecasting
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- Percentages
- Pricing 1: Linear Demand
- Pricing 2: Constant Elasticity
- Profit Dynamics
- Promotion Profitability
- RFM Analysis
- Sales Force Management 1
- Sales Force Management 2
- Web Metrics

When you order all Marketing Modules, you'll receive access to our **marketing metrics certification** exams at no additional cost!



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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!

MARKETING MODULE DESCRIPTIONS

Advertising Metrics covers impressions, gross rating points, CPM, reach, frequency, and share of voice.

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

Cannibalization introduces the concepts of cannibalization and fair share draw.

Conjoint Analysis covers how to design and interpret a conjoint analysis study including attribute importance, willingness-to-pay, statistical validity, customer feature trade-offs, and market share prediction.

Customer Acquisition Cost presents the concepts of customer acquisition cost (CAC), the ratio of CAC to CLV, and the use of CAC / CLV ratios for enterprise, SBU, channel, and marketing plan analysis.

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

Customer Lifetime Value 2 explains how to calculate CLV using both the cohort and incubate and NPV methodologies. Also covers retention rate, attrition rate, discount rate, churn rate, and customer acquisition costs.

Distribution Measures illustrates numeric distribution, all commodity volume (ACV), product category volume (PCV) and out-of-stocks.

Game Theory 1 presents game theory for managers and includes the following topics: matrix basics, zero and non-zero-sum games, and dominant strategies.

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

Margins 2: Channels teaches margins and how selling prices relate to margins, markups, and margins in the context of multi-level distribution channels.

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

Market Share Metrics 2 covers decomposition of market share, share of penetration, usage index, share of requirements, brand and category penetration, brand development index (BDI), and category development index (CDI).

Marketing Experiments 1 describes advertising before-after experimental design, A/B web testing, and full factorial web experimental design.

Marketing Experiments 2 provides guidance for extrapolation of results from various marketing experiments to the total market for a product/service in the contexts of geography, channels, and seasonality.

Marketing ROI explains how to calculate rates of return using four types of valuation methods: comparable cost, baseline-lift, funnel conversion, and CLV.

Market Variance Analysis introduces the tool of marketing variance analysis to aid a manager's understanding of the underlying reason(s) why a marketing plan's objectives were or were not met.

New Product Forecasting teaches hierarchy of effects, awareness, availability (ACV%), trial rate, repeat purchase, and intent to behavior translation.

Percentages reviews calculating percentages in the context of growth rates, market share, and other ratios commonly used in marketing and business.

Perceptual Mapping introduces two perceptual mapping methodologies – attribute rating and overall similarity -and provides insight into interpretation of this visual research.

Pricing 1: Linear Demand covers the relationships between price and quantity, maximum willing to buy, maximum reservation price, profit maximizing price, and price elasticity, assuming a linear relationship between price and demand.

Pricing 2: Constant Elasticity covers the relationships between price and quantity, elastic demand, inelastic demand, and optimal price under conditions of constant elasticity.

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

Promotion Profitability explains the topics of baseline and incremental sales, promotional lift, return on marketing investment (ROMI), coupon redemption rates, and promotion pass-through percentages.

RFM Analysis covers the concept of Recency, Frequency, and Monetary Value in marketing, how to categorize or segment customers using RFM analysis, and how different promotional activities may be appropriate for each designated segment.

Sales Force Management 1: Territories & Performance introduces sales territories, coverage, workload, sales goals, performance metrics, and compensation systems.

Sales Force Management 2: Pipeline Analysis covers pipeline analysis, including the stages of lead, prospect, purchase, and post-purchase, CRM, sales forecasting techniques, sales force workload and sales force performance measures.

Web Metrics covers the concepts of pageviews, visits, visitors, clickthrough rates, cost per click, cost per order, cost per customer acquired, bounce rate, and abandonment rate.

MARKETING METRICS CERTIFICATION



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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.



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