

MARKETING EXPERIMENTS 1

DESCRIPTION:

The Marketing Experiments modules explain how to design, implement, and analyze marketing experiments to improve the performance of the marketing function. This module describes advertising before-after experimental design, A/B web testing, and full factorial web experiment design. Marketing Experiments II then provides guidance for how one might extrapolate the results from the experiment to the full context for the product/service.

Tutorial: 22 slides
Problem Sets: 4 problem sets; 24 questions
Average Time: 61 minutes

Sample question from problem set:

Course: Faculty Access (All Modules in Alphabetical Order)

Module: Marketing Experiments 1 / Problem Set ID: 1061

Allover Shampoo is considering changing their advertising message from one focused on low price and value to one focused on product benefits. They contacted MurKey Research to conduct a set of experiments for them. In the test market of Metropolis, their first experiment consisted of comparing results in March (original message) and those in April (new message). In March, sales in Metropolis were **9,280** units, while in April sales rose to **10,300** units.

What is the increase in units from March to April?

  units

PS1 1 2 3 4

SUBMIT ANSWER

EXIT

Problem Sets **0** / 4 Total Questions **0** / 24

