

<b>Module Name</b>	<b>Description of Topics Covered</b>	<b>MM4e Ch</b>
Market Share Metrics 1	Unit market share, revenue market share, market penetration, relative market share, three and four firm concentration ratio.	2
Market Share Metrics 2	Decomposition of market share, share of requirements, market penetration	2
Breakeven Analysis	Variable and Fixed Costs, Contribution, Breakeven	3
Margins 1: Introduction	Margins (\$ and %), the relationship between price, cost, and margins, and total contribution margin.	3
Margins 2: Channels	Margins, markups in the context of multi-level distribution channels.	3
Profit Dynamics	Target Volume, Target Profit, and Price-Volume Interaction	3
Cannibalization	Cannibalization and Fair Share Draw	4
Conjoint Analysis	Conjoint analysis, attribute importance, willingness to pay, market share prediction	4
Growth Rates	Simple growth, multiple variable growth, average annual return, CAGR, and time period conversion return, and converting time periods.	4
New Product Forecasting	Hierarchy of effects, awareness, availability (ACV%), trial rate, repurchase rate	4
Customer Lifetime Value 1	Customer profitability, customer lifetime value (CLV), and multi-period revenue streams	5
Customer Lifetime Value 2	CLV using NPV, retention, and discount rates	5
Sales Force Management 1	Sales territories, coverage, workload, sales goals, performance, compensation systems	6
Sales Force Management 2	Pipeline analysis, stages of lead, CRM systems, sales forecasting, workload, performance	6
Distribution Metrics	ACV, PCV, Numeric Distribution	7
Pricing 1: Linear Demand	Price quantity relationships with Linear Demand, MRP, MWB, Optimal Price, Price Elasticity	8
Pricing 2: Constant Elasticity	Price quantity relationships with Constant Elasticity, Elastic Demand, Inelastic Demand, and Optimal Price.	8
Marketing Experiments 1	Advertising before-after experimental design, A/B web testing, and full factorial web experiment design.	9
Marketing Experiments 2	Using test market results to estimate total demand and net economic impact of marketing decisions	9
Promotion Profitability	Baseline and incremental sales, promotional lift, ROMI, coupons, and pass-through.	9
Advertising Metrics	Impressions, Reach, Frequency, GRPs, TRPs	10
Web Metrics	Pageviews, Visits and Visitors, Clickthrough Rates, Cost per Click, Bounce Rate, Abandonment Rate.	11
Game Theory I	Matrix basics, zero and non-zero sum games, and dominant strategies.	
Marketing ROI	Calculate MROI using four valuation methods: comparable costs, baseline-lift, funnel conversion, and customer equity.	
Marketing Variance Analysis	Introduces the tool of marketing variance analysis to analyze a marketing plan's objectives vs. results	
Percentages	Introduction to calculating percentages	
Perceptual Mapping	Introduces two perceptual mapping methodologies: attribute rating and overall similarity	