

# MARKETING PRINCIPLES

## SUGGESTED MODULES:

- Percentages
- Margins 1: Introduction
- Breakeven Analysis
- Profit Dynamics
- Market Share Metrics 1
- Customer Lifetime Value 1

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

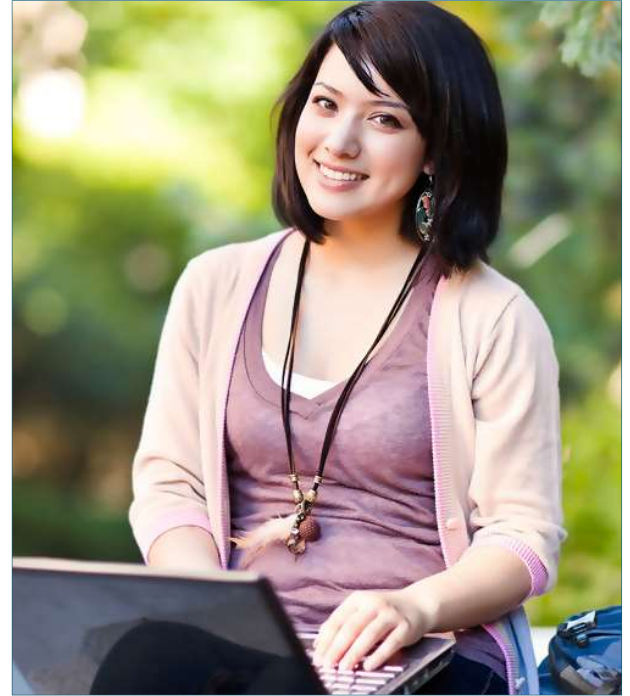
**Margins 1: Introduction** covers the concepts of margins (currency and percentages), the relationship between selling price, cost and margins, and total contribution margin.

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

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

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

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



## PRICING PER STUDENT / SEMESTER

1-3 Modules:	\$9.95
4-6 Modules:	\$14.95
7-10 Modules:	\$19.95
All Marketing Modules:	\$24.95

## PRODUCT OVERVIEW

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

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