

MARKETING RESEARCH



SUGGESTED MODULES:

- Conjoint Analysis
- Perceptual Mapping
- Marketing Experiments 1
- Marketing Experiments 2
- Statistics 2: Correlation & Regression

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.

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

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 different types of marketing experiments for a product/service to the total target market in the contexts of geography, channels, and seasonality.

Statistics 2: Correlation & Regression reviews statistics commonly used to describe the relationship between two numerically-scaled variables (correlation and regression).



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!