

PRICING MODULES

SUGGESTED MODULES:

- Margins 2: Channels
- Breakeven Analysis
- Profit Dynamics
- Pricing 1: Linear Demand
- Pricing 2: Constant Elasticity
- Conjoint Analysis

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

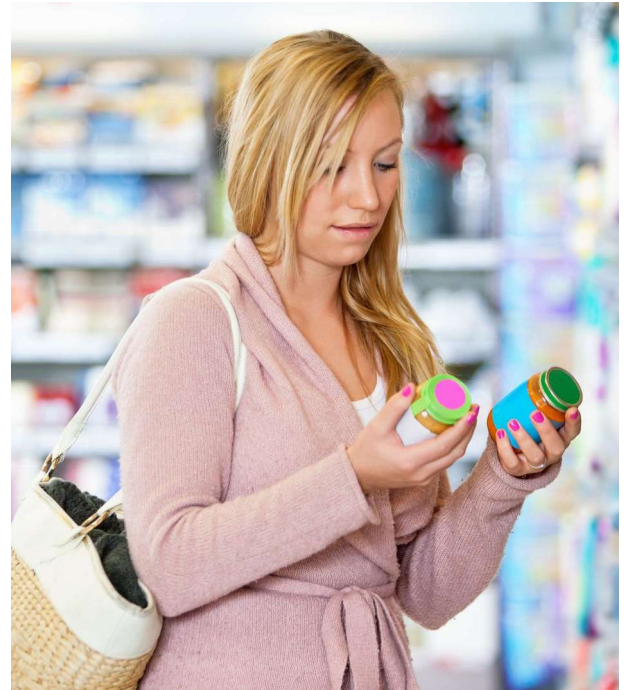
Breakeven Analysis explains variable, fixed, average and marginal costs, contribution, contribution margin, unit and dollar breakeven sales, breakeven price, and target profit.

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

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 explains the relationships between price and quantity, elastic demand, inelastic demand, and optimal price under conditions of constant elasticity.

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.



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!