



# Marketing Accounting Metrics

## MAMetrics Student User Guide

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American companies want business school graduates who can help them grow their export trade and compete profitably in hard economic times. They need employees who understand the cost and profitability of goods and services.

The top two employer complaints about graduates are that many lack analysis (particularly spreadsheet) skills, and that employers find it hard to evaluate these skills in job candidates.

To meet these needs Backbone Press, a higher education digital publisher, teamed with Professor Peter R. Dickson, Ryder Eminent Scholar in Global Logistics at FIU, to develop an on-line self-study Marketing Accounting and Financial Analysis tutorial, and a standardized certification exam.

Students who score 90% or higher on the standardized MAMetrics Exam are issued a competency certificate by Backbone Press, verifying to prospective employers that they have mastered the market-planning and key business process and probability metrics that every business should employ.

This online tutorial is a required part of the course you are taking. When you register for MAR3023 you will also be charged and automatically registered for this tutorial. For assistance with registration or course materials email [info@backbone-press.com](mailto:info@backbone-press.com) or call 617 631 9165.

First, read the 35-page text and complete the study questions, then complete the eight interactive, step by step spreadsheets. Please don't ask your instructor for assistance; all the answers are included with the study questions. The average self-study time is about 10 hours. For maximum results you should spread your study time over 2-3 weeks.

The marketing accounting metrics exam contains two sections: 25-30 questions selected from the study questions in the text, and the same number of questions, variations on the study questions presented in the spreadsheets. You will have 2 hours to complete the online exam, administered in a computer lab or as directed by your instructor.

Advice from students who have taken the exam:

- Register for the course in the first two weeks of class and start studying.
- If you study, the exam is easy. If you do not it is very difficult.
- Read first the text, then the spreadsheets.
- Study the questions and answers in the spreadsheets and take the practice exam.
- Study the spreadsheets carefully over several weeks, not just in the 3 nights before the exam.
- Adopt a positive, can-do attitude and you will pass.