

# Masterclass Course Completion Requirements

This document captures the requirements for completion of the masterclass and secure the relevant credentials.

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## What do you need to do to officially complete the course?

There are 2 options to complete the course.

- Level 1: Get the "Advanced Attribution Course Completion Certificate" issued by M^2.club
- Level 2: Get the "Advanced Attribution Professional" badge issued by M^2.club

## How do I get the "Advanced Attribution Course Completion Certificate"?

1. If you were not able to attend any of the classes, you'll get caught up on class recordings and material covered in class available on the MSquared.club website under "My Courses"
2. You'll attend a 1:1 session with Madan. He'll have a conversation with you around the topics covered in class.
  - a. Here is a sample [questionnaire](#) that captures the topics to be covered in the interview.

On successful completion of these two steps, a certificate of completion will be issued to you.

## How do I get badged as an "Advanced Attribution Professional"?

To get badged as an "Advanced Attribution Professional" you'll have to complete a project. There are 3 options.

1. Design a Geo Match market test for a brand
2. Build a Marketing mix model for a brand
3. Do Triangulation Analysis for a brand

Project steps and course work estimate (8-10 working sessions | ~10-12 hours) would be

- Initial Analysis - (1 working session - 60 mins)
- Initial Project plan - (1 working session - 60 mins)
- Execute project - (3 working sessions - 90 mins each)
- Halfway Check-in with Madan - (1 working session - 45 mins)
- Final Project Report - (2 working sessions - 60 mins)
- Final Project Presentation - (1 session - 60 mins)

You can execute any one project and assuming you've secured a Course Completion certificate as well, you'll get badged as an "Advanced Attribution Professional".

### **How do I get started on a project?**

It is preferable that you execute a project for the organization you work for.

- It'll be hyper relevant to your current professional context
- It'll be a turbo boost for your career where you work
- It'll create value for the organization you work for by kickstarting an advanced attribution practice in-house.

But if that's not an option, you can choose to do a classroom project. It may be for a real client, so may require you to sign NDAs along the way if necessary.

### **How do I get started on a project for my organization?**

- Identify the project that's most relevant for your organization now.
- Scope and shape the project
- Commit to a presentation date
  - Ping Shivank Pant on slack and take direction
- Publish a project plan
- Secure office hour sessions with Madan ahead of time
  - <https://calendly.com/madanbharadwaj/masterclass-office-hours>
- Execute

### **How do I get started on a classroom project?**

- Select one of the available [projects](#)
- Commit to a presentation date
- Publish a project plan
- Secure office hour sessions with Educators ahead of time
  - <https://calendly.com/madanbharadwaj/masterclass-office-hours>
- Execute