Assessment Blueprint

Accelerated Marketing (4-Credit)

Pre-Test Code: 8246 / Version: 01
Post-Test Code: 8347 / Version: 01
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General Assessment Information

Test Type: This Programs of Study assessment is a customized assessment for the MBAResearch and Curriculum Center. Programs of Study assessments measure technical skills at the occupational level and include items which gauge factual and theoretical knowledge. This assessment offers a written component and is intended for use at the secondary level. This assessment is delivered entirely through QuadNet™, NOCTI's online testing system.

Revision Team: This assessment was developed by MBAResearch and Curriculum Center, a not-for-profit 501(c)(3) organization operated by 30+ state education departments. Assessment content is based on standards validated by industry professionals throughout the U.S.

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CIP Code
52.1401 – Marketing/Marketing Management, General

Career Cluster 14-
Marketing

Specific Competencies Covered in the Test
Sample Written Items

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General Assessment Information
Written Assessment Information

11-2021.00 – Marketing Managers

The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!

MBAResearch believes that “proof of learning” is the first step toward a future career. Students who successfully complete a research-based assessment put themselves a step ahead of their competitors – for college admission and for beginning substantive careers in business. MBAResearch is proud to be the primary source of industry-validated standards and curriculum for business careers, for many high school and community college business administration curricula, and for many assessments offered here.
This written assessment consists of questions to measure an individual's factual theoretical knowledge.

**Administration Time:** 1 hour and 40 minutes  
**Number of Questions:** 100  
**Number of Sessions:** This assessment may be administered in one or two sessions.

### Areas Covered

- **Channel Management** - 3%  
- **Communication Skills** - 8%  
- **Customer Relations** - 4%  
- **Economics** - 10%  
- **Emotional Intelligence** - 10%  
- **Financial Analysis** - 13%  
- **Information Management** - 5%  
- **Market Planning** - 2%  
- **Marketing** - 2%  
- **Marketing Information Management** - 6%  
- **Operations** - 5%  
- **Pricing** - 2%  
- **Product/Service Management** - 4%  
- **Professional Development** - 8%  
- **Promotion** - 5%  
- **Selling** - 13%
Specific Competencies and Skills Tested in this Assessment

Channel Management
• Explain the nature of channels of distribution
• Describe ethical considerations in channel management
• Explain legal considerations in channel management

Communication Skills
• Apply written directions to achieve tasks
• Provide legitimate responses to inquiries
• Handle telephone calls in a businesslike manner
• Write persuasive messages
• Utilize note-taking strategies
• Select and utilize appropriate formats for professional writing
• Write business letters
• Explain the nature of effective written communications

Customer Relations
• Demonstrate a customer-service mindset
• Respond to customer inquiries
• Handle customer/client complaints
• Discuss the nature of customer relationship management

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Specific Competencies and Skills (continued)

**Economics**
- Describe the concepts of economics and economic activities
- Determine economic utilities created by business activities
- Describe types of business activities
- Discuss the global environment in which businesses operate
- Determine the relationship between government and business
- Describe the nature of taxes
- Explain the concept of productivity
- Explain the concept of Gross Domestic Product (GDP)
- Explain the economic impact of interest-rate fluctuations
- Describe the determinants of exchange rates and their effects on the domestic economy

**Emotional Intelligence**
- Describe the nature of emotional intelligence
- Demonstrate initiative
- Demonstrate responsible behavior
- Exhibit a positive attitude
- Demonstrate self-control
- Demonstrate negotiation skills
- Use conflict-resolution skills
- Explain the concept of leadership
- Demonstrate adaptability
- Foster positive working relationships
Specific Competencies and Skills (continued)

Financial Analysis
- Explain the time value of money
- Set financial goals
- Develop personal budget
- Interpret a pay stub
- Demonstrate the wise use of credit
- Protect against identity theft
- Describe types of financial-services providers
- Explain types of investments
- Describe the concept of insurance
- Describe the nature of income statements
- Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.)
- Explain the concept of accounting
- Explain the nature of balance sheets

Information Management
- Obtain needed information efficiently
- Apply information to accomplish a task
- Discuss the nature of information management
- Use basic operating systems
- Demonstrate basic email functions

Market Planning
- Explain the concept of marketing strategies
- Explain the nature of sales forecasts

Marketing
- Explain marketing and its importance in a global economy
- Demonstrate connections between company actions and results

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Specific Competencies and Skills (continued)

Marketing Information Management
- Explain the nature of marketing research
- Describe methods used to design marketing research studies (i.e., descriptive, exploratory, etc.)
- Identify data monitored for marketing decision making
- Explain the use of descriptive statistics in marketing decision making
- Discuss the nature of marketing-research problems/issues
- Evaluate questionnaire design (e.g., types of questions, question wording, routing, etc.)

Operations
- Explain the nature of operations
- Follow instructions for use of equipment, tools, and machinery
- Explain routine security precautions
- Protect company information and intangibles
- Explain the nature and scope of purchasing

Pricing
- Explain the use of technology in the pricing function
- Explain factors affecting pricing decisions

Product/Service Management
- Describe the use of technology in the product/service management function
- Identify consumer protection provisions of appropriate agencies
- Describe the nature of product bundling
- Explain the nature of corporate branding

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Specific Competencies and Skills (continued)

**Professional Development**
- Set personal goals
- Demonstrate problem-solving skills
- Demonstrate appropriate creativity
- Analyze employer expectations in the business environment
- Explain employment opportunities in business
- Complete a job application
- Prepare a resume
- Demonstrate systematic behavior

**Promotion**
- Explain the types of promotion
- Describe the use of technology in the promotion function
- Explain communications channels used in public-relations activities
- Explain the components of advertisements
- Identify types of public-relations activities

**Selling**
- Explain key factors in building a clientele
- Explain company selling policies
- Explain business ethics in selling
- Describe the nature of selling regulations
- Acquire product information for use in selling
- Discuss motivational theories that impact buying behavior
- Create a presentation software package to support sales presentation
- Close the sale
- Demonstrate suggestion selling
- Explain the nature of bonds
- Facilitate customer/client buying decisions
- Assess customer/client needs
- Sell good/service/idea to groups
Sample Questions

Light bulbs are made to fit sockets across the United States. In this example, standards are being used to
A. establish uniform, consistent products.
B. indicate how much the product will cost.
C. provide consumers with adequate supply.
D. indicate where the product will be sold.

Before a business can set its marketing-research objectives, it needs to identify the
A. scaling and coding methods.
B. opportunity or problem.
C. data source.
D. processing technique.

What are the main components of a budget?
A. assets and liabilities
B. cash flow and net worth
C. profit and loss
D. income and expense