Accelerated Marketing (2-Credit)
**General Assessment Information**

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**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.

**CIP Code**

52.1401 – Marketing/Marketing Management, General

**Career Cluster 14-**

Marketing

**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

- **Business Law** 1%
- **Channel Management** 4%
- **Customer Relations** 6%
- **Economics** 16%
- **Financial Analysis** 2%
- **Human Resource Management** 1%
- **Information Management** 1%
- **Market Planning** 3%
- **Marketing** 2%
- **Marketing Information Management** 7%
- **Operations** 2%
- **Pricing** 3%
- **Product/Service Management** 10%
- **Professional Development** 4%
- **Promotion** 12%
- **Selling** 25%
- **Strategic Management** 1%
Specific Competencies and Skills Tested in this Assessment

**Business Law**
- Explain types of business ownership

**Channel Management**
- Explain the nature of channels of distribution
- Explain the nature and scope of channel management
- Describe ethical considerations in channel management
- Describe the use of technology in the channel management function

**Customer Relations**
- Handle difficult customers
- Handle customer/client complaints
- Explain the nature of positive customer/client relations
- Identify company's brand promise
- Demonstrate a customer-service mindset
- Respond to customer inquiries

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Specific Competencies and Skills (continued)

**Economics**
- Describe types of business activities
- Discuss the global environment in which businesses operate
- Identify factors affecting a business's profit
- Determine the relationship between government and business
- Describe the concepts of economics and economic activities
- Explain the principles of supply and demand
- Describe factors that affect the business environment
- Explain the types of economic systems
- Explain the concept of competition
- Explain the concept of productivity
- Explain how organizations adapt to today's markets
- Determine economic utilities created by business activities
- Describe the nature of taxes
- Explain the impact of the law of diminishing returns
- Explain the nature of global trade
- Describe the functions of prices in markets

**Financial Analysis**
- Describe the need for financial information
- Explain the concept of accounting

**Human Resource Management**
- Discuss the nature of human resources management

**Information Management**
- Discuss the nature of information management

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

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Specific Competencies and Skills (continued)

Marketing
• Explain marketing and its importance in a global economy
• Demonstrate connections between company actions and results (e.g., gaining market share, etc.)

Marketing-Information Management
• Explain the role of ethics in marketing-information management
• Discuss the nature of sampling plans (i.e., who, how many, how chosen)
• Identify data monitored for marketing decision making
• Explain the nature of marketing research
• Describe methods used to design marketing research studies (i.e., descriptive, exploratory)
• Discuss the nature of marketing-research problems/issues
• Explain characteristics of effective data-collection instruments

Operations
• Explain the nature of operations
• Explain the nature and scope of purchasing

Pricing
• Explain the nature and scope of the pricing function
• Explain legal considerations for pricing
• Explain factors affecting pricing decisions

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Specific Competencies and Skills (continued)

Product/Service Management
• Explain warranties and guarantees
• Describe the uses of grades and standards in marketing
• Identify the impact of product life cycles on marketing decisions
• Identify consumer protection provisions of appropriate agencies
• Explain the concept of product mix
• Describe the nature of product bundling
• Explain the nature of corporate branding
• Describe factors used by businesses to position corporate brands
• Describe factors used by marketers to position products/businesses
• Identify methods/techniques to generate a venture/product idea

Professional Development
• Complete a job application
• Prepare a resume
• Utilize job-search strategies
• Explain career opportunities in marketing

Promotion
• Explain the types of promotion
• Identify the elements of the promotional mix
• Identify types of public-relations activities
• Explain the types of advertising media
• Describe word-of-mouth channels used to communicate with targeted audiences
• Explain communications channels used in public-relations activities
• Explain the components of advertisements
• Explain how businesses can use trade-show participation to communicate with targeted audiences
• Coordinate activities in the promotional mix
• Identify communications channels used in sales promotion
• Describe the use of technology in the promotion function
• Describe the regulation of promotion

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Specific Competencies and Skills (continued)

Selling

• Process retail sales documentation
• Explain company selling policies
• Acquire product information for use in selling
• Explain the selling process
• Establish relationship with client/customer
• Analyze product information to identify product features and benefits
• Differentiate between consumer and organizational buying behavior
• Discuss motivational theories that impact buying behavior
• Prospect for customers
• Create a presentation software package to support sales presentation
• Determine prospect's buying motives for use in selling
• Process retail telephone orders
• Explain business ethics in selling
• Explain key factors in building a clientele
• Assess prospect's needs in relation to product offering
• Demonstrate suggestion selling
• Facilitate prospect's buying decisions
• Demonstrate product solution for prospect's needs
• Close the sale
• Sell good/service/idea to groups
• Convert customer/client objections into selling points
• Describe the use of technology in the selling function
• Explain the impact of sales cycles
• Prepare sales presentation
• Process special orders for retail sales

Strategic Management

• Explain the concept of management
Sample Questions

In what two categories can “wants” be divided?
A. Economic and noneconomic
B. Unlimited and economic
C. Unlimited and limited
D. Noneconomic and unlimited

To determine how research data relates to the questions that have been raised, the researcher must __________ the situation.
A. analyze
B. observe
C. survey
D. experiment with

Television and radio are types of
A. broadcast media.
B. social media.
C. direct mail.
D. electronic mail.