

Massachusetts CTE Teacher Testing Program Marketing Content Outline

Written and Performance Exam General Overview

- The intent of this exam is to assess the candidate’s ability to teach the skills found in the Massachusetts Technical Education Framework.
- The written exam is a state-developed exam aligned to the frameworks which can be accessed [here](#). The performance exam is a NOCTI-developed teacher test and has been determined by DESE to align to the state frameworks.
- Many questions and tasks require a synthesis of knowledge based on experience in the field and may not be found in any book.
- Use this exam outline and the Massachusetts Technical Education Framework to focus your preparation for the exams.
- Candidates are encouraged to prepare for their written exam by reviewing textbooks and reference material which have been listed as part of this exam outline. These resources can be found using online search tools, online vendors, and websites.

Written Exam

- Number of Questions: 100
- Administration Time: 3 hours
- Passing Score: 70.0%
- Administration Method: Remote Proctored Online Testing Session

Written Exam Content Coverage

5%	<i>Health and Safety</i>
7%	<i>Fundamentals of Customer Relations</i>
8%	<i>Fundamentals of Marketing</i>
13%	<i>Financial Analysis</i>
6%	<i>Business Operations</i>
6%	<i>Selling</i>
5%	<i>Channel Management</i>
5%	<i>Promotion</i>
5%	<i>Marketing Information Management</i>
5%	<i>Entrepreneurship</i>

- 6% ***Economics***
- 7% ***Pricing***
- 5% ***Product/Service Management***
- 5% ***Communications Skills***
- 4% ***Accounting Practices and Procedures***
- 4% ***Strategic Management***
- 4% ***Web-Based Marketing***

Written Exam Reference Materials (Reference Current Edition)

- **Dictionary of Business Terms** (Barrows Business Guides)
- **Marketing Essentials** by Lois Schneider Farese, Grady Kimbrell and Carol A. Woloszyk (Glencoe McGraw-Hill)
- **Marketing** by James L. Burrow (South-Western/Thomson Learning)
- **Marketing Dynamics** by Brenda Clark, Jennie Sobel, Cynthia Gendall Basteri (Goodheart-Willcox)
- **Retail Business** by Townsley (Southwestern/Thomson Learning)
- **Selling Business** by C.L. Greene (Southwestern/Thomson Learning)
- **Customer Service** by Roxes (Southwestern/Thomson Learning)
- **Advertising and Sales Promotion** by Ken Kaser (South-Western Educational Publications)
- **Entrepreneurship – Ideas in Action** by Cynthia Greene (South-Western Educational Publications)
- **Leading with Character** by Barbara Farmer, Edgar Farmer and James L. Burrow (Southwestern/Thomson Learning)
- **Century 21 Accounting, General Ledger** by Claudia Bienias Gilbertson, Mark W. Lehman, and Debra Gentene (Southwestern Cengage Learning)
- **Keller Safety Talks** (JJ Keller)
- **21st Century Business** (South-Western Educational Publications)

Materials Needed for the Written Exam

- A four-function calculator is included in the online testing system. No other calculators are permitted.
- Scrap paper and pencil/pen are permitted.

Written Exam Sample Items

Each question on the exam consists of one incomplete sentence or question followed by four choices. Some items reference an image or diagram. A few sample items are included below; the correct answer is designated with an asterisk (*).

The amount of satisfaction a consumer receives from the consumption of a particular product or service is known as _____ utilities

- a. economic (*)
- b. market
- c. possession
- d. competitive

The diagram that illustrates the path a customer takes through a store is called a:

- a. planogram.
- b. causeway.
- c. location
- d. floor plan. (*)

NOCTI Performance Exam

- Administration Time: 2 hours and 20 minutes
- NOCTI Criterion-Referenced Cut Score/Passing Score: 90.7%
- Administration Method: Onsite at a DESE approved Massachusetts Area Testing Center (MATC) location. Candidates must register and schedule their exam session through NOCTI.

Performance Exam Content Coverage

16% Inventory Check-In

Unpack shipping carton, packing list, damaged/missing inventory sheet, turn in forms, repack shipping carton, and time to complete Job 1.

22% Cash Handling

Greeting the customer, total amount due and amount tendered, making change, transaction closure, customer sales receipt, and time to complete Job 2.

17% Handling Customer Returns

Determine problem with item, offer resolution to problem, explain store policy, customer service skills, and time to complete Job 3.

20% Product Knowledge and Selling

Customer service skills, product presentation, product specifications, transaction closure, and time to complete Job 4.

25% Virtual Cash Drawer Closing of a Retail Business

Virtual cash drawer amounts – Table A, End of the day amount – A1, cash deposit amount – A2, cash shortage-A3, total checks – Table B, total electronic payments – Table C, bank deposit slip - Table D, daily cash reconciliation form – Table E, and time to complete Job 5.

Performance Exam Requirements

Candidate Supplied

Candidates must bring all appropriate Personal Protective Equipment (PPE), attire/uniform, and any other safety items as is routinely expected to be used by an employee in the related industry. If the candidate does not bring what is needed to safely complete all jobs on the exam as required in the workplace, the testing session will need to be rescheduled at the candidate's expense.

Site Supplied

Additional equipment and supplies needed to complete the jobs on the performance test will be provided by the testing site. It is also the testing site's responsibility to provide exam assistants to serve as patients, customers, or other roles required for the exam.

Performance Exam Site Requirements

Testing sites may have individual requirements based on location and any relevant and current guidance from the Center for Disease Control and Prevention (CDC).