

Massachusetts Technical Teacher Testing Program Marketing Content Outline

Written and Performance Exam General Overview

- The intent of this exam is to assess your ability to teach the skills found in the Massachusetts Technical Education Framework.
- This exam is aligned to the frameworks which can be accessed [here](#).
- Many questions and tasks require a synthesis of knowledge based on experience in the field and may not be found in any book.
- Candidates are encouraged to prepare for their exam by reviewing textbooks and reference material which has been listed as part of this exam outline. These resources can be found using online search tools, online vendors, and websites.
- Contact the Technical Teacher Testing Office if you need further assistance in locating resources listed in the exam outline.
- Use this exam outline and the Massachusetts Technical Education Framework to focus your preparation for the exam.

Written Exam

- Number of Questions: 100
- Administration Time: 3 hours
- Administration Method: Remote Proctoring Online Session

Written Exam Content Coverage

5%	<i>Health & 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.

Performance Exam

- Administration Time: 4 hours
- Administration Method: Onsite at an approved Teacher Testing Location

Performance Exam Content Coverage

- 5% Prepare a Register/Point of Sale for Operation**
 - Arrange Cash Drawer

- 17% Demonstrate Procedures to Manage Finances**
 - Complete Daily Cash Records
 - Perform Banking Functions

- 11% Demonstrate Methods to Distribute Products and Services**
 - Receive and Handle Merchandise

- 39% Prepare an Advertising Message (Visual, Print or Audio)**
 - Create Headlines and Body Copy
 - Design a Signature/Logo for Your School's Store
 - Create an Advertising Flyer
 - Develop a Fact-Sheet and Storyboard for a 30 Second Television and/or Radio Advertisement

- 14% List and Demonstrate the Steps of a Sale Cycle**
 - List and Demonstrate the Steps of a Sales Cycle

14% Post Journal Transactions

- Journalize Transactions
- Post from Journal to Ledger
- Prepare a Bank Statement Reconciliation

NOTE: All accounting tasks will be completed without the use of computer software. Double entry procedures will be used and will be assessed according to their accuracy and completeness.

Materials Required for the Performance Exam (Candidate Must Supply)

All materials listed below should be brought to the test site.

- Face mask (cotton face covering or respirator which fully cover the nose and mouth)

Note: Additional equipment/books/supplies will be provided. No personal books or notes will be allowed. Cell phones are prohibited during the exam administration.

Onsite Performance Exam Requirements

- Candidate must practice social distancing and wear the appropriate face covering that covers the nose and mouth while at the exam site.
- Testing sites may have individual requirements based on location and the current guidance from the Center for Disease Control and Prevention (CDC).

Performance 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** by Townsley (Southwestern/Thomson Learning)
- **Selling** by Roger Ditzenberger and John Kidney (Southwestern/Thomson Learning)
- **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)