

Accelerated Marketing (3-Credit) Program-of-Study Exam

The 3-credit accelerated marketing program-of-study (end-of-program) exam is geared for above-average senior students, identified in many states as program completers. The exam is based on the *MBA Research 3-Credit Accelerated Marketing Program of Study Model*, which includes courses recommended for a 3-credit/Carnegie unit high-school Business Administration program focused on marketing. This particular *Marketing Program of Study* addresses standards and performance indicators from three recommended high-school courses: Business and Marketing Essentials, Marketing Principles, and Marketing Applications. **Pretests available July 1 - November 30.**

Test Specifications

Weight of exam by instructional area (projected, approximate percentages):

BL	Business Law	1%
CM	Channel Management	3%
CO	Communication Skills	7%
CR	Customer Relations	5%
EC	Economics	13%
EI	Emotional Intelligence	2%
FI	Financial Analysis	3%
IM	Marketing Information Management	8%
MK	Marketing	2%
MP	Market Planning	2%
NF	Information Management	7%
OP	Operations	6%
PD	Professional Development	9%
PI	Pricing	2%
PM	Product/Service Management	6%
PR	Promotion	7%
SE	Selling	16%
SM	Strategic Management	1%

[Click Here for Performance Indicators Tested](#)

Online Testing Process

All exams must be proctored by an independent proctor registered with MBA Research.

[Click here for Proctor Specifications and Proctor Registration Form](#)

Prior to taking the exam, you must establish an "account" for each student.

[Click here for more information about Procedures AND FAQs.](#)

To Purchase

Your purchase of program-of-study (end-of-program) exam credits allows access to all available exams. Each time an exam is taken, one credit is used. All exams are administered online through our WebXam system (as used by A*S*K Institute and many state DECA associations). Unused credits may be carried forward indefinitely as long as your account is actively used each year.

[Click here](#) for pricing and ordering information.