Accelerated Marketing (4-Credit) Program-of-Study Exam

The 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 4-Credit Accelerated Marketing Program of Study Model, which includes courses recommended for a 4-credit/Carnegie unit high-school Business Administration program focused on marketing. This particular Marketing Program of Study addresses standards and performance indicators from five recommended HS courses: Leadership (0.5 credit), Personal Finance (0.5 credit), Business and Marketing Essentials, Marketing Principles, and Marketing Applications. Pretests available July 1 - November 30.

Test Specifications

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CM</td>
<td>Channel Management</td>
<td>3%</td>
</tr>
<tr>
<td>CO</td>
<td>Communication Skills</td>
<td>8%</td>
</tr>
<tr>
<td>CR</td>
<td>Customer Relations</td>
<td>4%</td>
</tr>
<tr>
<td>EC</td>
<td>Economics</td>
<td>10%</td>
</tr>
<tr>
<td>EI</td>
<td>Emotional Intelligence</td>
<td>10%</td>
</tr>
<tr>
<td>FI</td>
<td>Financial Analysis</td>
<td>13%</td>
</tr>
<tr>
<td>IM</td>
<td>Marketing Information Management</td>
<td>6%</td>
</tr>
<tr>
<td>MK</td>
<td>Marketing</td>
<td>2%</td>
</tr>
<tr>
<td>MP</td>
<td>Market Planning</td>
<td>2%</td>
</tr>
<tr>
<td>NF</td>
<td>Information Management</td>
<td>5%</td>
</tr>
<tr>
<td>OP</td>
<td>Operations</td>
<td>5%</td>
</tr>
<tr>
<td>PD</td>
<td>Professional Development</td>
<td>8%</td>
</tr>
<tr>
<td>PI</td>
<td>Pricing</td>
<td>2%</td>
</tr>
<tr>
<td>PM</td>
<td>Product/Service Management</td>
<td>4%</td>
</tr>
<tr>
<td>PR</td>
<td>Promotion</td>
<td>5%</td>
</tr>
<tr>
<td>SE</td>
<td>Selling</td>
<td>13%</td>
</tr>
</tbody>
</table>

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
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