

Standard Marketing (2-Credit) Program-of-Study Exam

The 2-credit standard marketing program-of-study (end-of-program) exam is geared for typical senior students, identified in many states as program completers. The exam is based on the *MBA Research 2-Credit Standard Marketing Program of Study Model*, which includes courses recommended for a 2-credit/Carnegie unit high-school Business Administration program focused on marketing. This particular *Marketing Program of Study* addresses select standards and performance indicators from the Business Administration Core and Marketing Cluster Core at the Prerequisite, Career-Sustaining, and Specialist curriculum planning levels. **Pretest available July 1 – November 30.**

Test Specifications

Weight of exam by instructional area

BL	Business Law	1%
CO	Communications	3%
CM	Channel Management	5%
CR	Customer Relations	8%
EC	Economics	13%
FI	Financial Analysis	2%
HR	Human Resources Management	1%
IM	Marketing-Information Management	5%
NF	Information Management	2%
MK	Marketing	5%
MP	Market Planning	3%
OP	Operations	9%
PD	Professional Development	16%
PI	Pricing	3%
PM	Product/Service Management	5%
PR	Promotion	6%
SE	Selling	12%
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.