

# Standard Marketing (3-Credit) Program-of-Study Exam

The 3-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 3-Credit Standard 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 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	13%
CM	Channel Management	2%
CR	Customer Relations	6%
EC	Economics	10%
EI	Emotional Intelligence	3%
FI	Financial Analysis	2%
HR	Human Resources Management	2%
IM	Marketing-Information Management	3%
NF	Information Management	13%
MK	Marketing	4%
MP	Market Planning	1%
OP	Operations	9%
PD	Professional Development	13%
PI	Pricing	2%
PM	Product/Service Management	4%
PR	Promotion	3%
SE	Selling	8%
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.