

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

The 4-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 4-Credit Standard 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 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

CO	Communications	13%
CM	Channel Management	2%
CR	Customer Relations	5%
EC	Economics	7%
EI	Emotional Intelligence	14%
FI	Financial Analysis	14%
HR	Human-Resources Management	1%
IM	Marketing-Information Management	2%
NF	Information Management	8%
MK	Marketing	2%
MP	Market Planning	1%
OP	Operations	6%
PD	Professional Development	10%
PI	Pricing	2%
PM	Product/Service Management	3%
PR	Promotion	2%
SE	Selling	7%
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.