Proficiency Test Study Guide

Proficiency Test: Marketing

Test Style: 85 multiple choice questions and three essay

Point System: Each question is worth 1, each essay is worth 5 points

Course: Marketing Concepts

Book: Closed Book

Suggested Texts: Principles of Marketing Textbook

Topics:

1. Overview of Marketing
   a. Overview of the role that marketing plays in our society and within organizations
   b. Strategic, tactical and operational marketing planning
   c. The ethical, environmental, and social responsibilities of marketers
   d. External variables impacting marketing decisions
   e. Internal issues impacting marketing

2. Targeting and Understanding Consumers and Organizations
   a. Marketing research
   b. The consumer decision making process and the factors that influence consumer behavior
   c. Business-to-Business market
   d. Market segmentation and positioning

3. Marketing Mix
   a. Product development and management
   b. Pricing decisions and strategy
   c. Marketing communications
   d. Distribution channels