| **Required Course Numbers** | | | | | | | | | | | | | | | |
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| **Test Content Categories** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **I. Marketing Education Programs (14%)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A. Program perspectives, including program development and evaluation, school-based enterprises, and career and technical education; student/professional organizations and their role in marketing education programs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B. Cooperative education programs, including characteristics, legal issues, operations, and on-the-job responsibilities of employees and employers |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C. Professional development, including job-seeking skills, career planning, and career advancement activities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **II. General Business Principles (14%)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A. Economics and finance, including supply and demand, economic systems, financial resource management |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B. Business law, including business ownership and legal regulations |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C. Management and communication, including human resource management, information management, interpersonal communication, operations, and strategic management |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **III. Marketing-Information Management and Planning (14%)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A. Market research, including data collection methods and data interpretation |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B. Segmentation, including characteristics and methodology |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C. Strategic planning, including types of analysis and marketing plan creation |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **IV. Channel Management (10%)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A. Channel structure/relationship |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B. Physical distribution strategies |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C. Logistics, including inventory strategies, inventory mathematics, and purchasing |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **V. Pricing (12%)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A. Role of pricing |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B. Pricing strategies |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C. Pricing mathematics, including markup, markdown, and discount |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **VI. Product/Service Management (12%)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A. Product life cycle |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B. Product development, including product opportunities and quality assurance issues |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C. Product-mix strategies |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| D. Product positioning |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| E. Branding |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **VII. Promotion (14%)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A. Role of promotion |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B. Advertising |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C. Public relations and publicity |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| D. Sales promotion |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| E. Current trends in promotion |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **VIII. Personal Selling (10%)** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A. Role of selling |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B. Selling process |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| C. Sales force management |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| D. Current trends in personal selling |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |