

Overview

Multi-choice test that measures the conceptual knowledge of marketing principles, market research, consumer behavior, brand management, sales management, channel management and advertisement management.

Relevant Job Roles	Marketing Manager,Market Research Analyst and Marketing Specialist, Marketing Coordinator,Advertising and Promotions Manager
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Details	Language	English (US)
	Average Testing Time (minutes)	09 minutes
	Allowed Time (minutes)	15 minutes
	Maximum Number of Questions	16 questions
	Number of Sitzings	One
	Test Type	Multiple Choice - CTT
	Sector	Business
	Scores Reported	<div><div>• Overall Score</div><div>• Basic Marketing Concepts</div><div>• Marketing Mix</div><div>• Advertising and Brand Management</div></div>
O*NET Competency		Sales and Marketing/ Customer and Personal Service

Knowledge, Skills, Abilities And Competencies Measured

The following areas are covered:

• The STP process

• Marketing strategies and plans

• Marketing research

• Analyzing consumer behavior

• Product strategy and product line decisions

• Pricing decisions

• Promotion tools

• Product life cycle

• Distribution

• Brand concept and positioning

• Advertising