

Marketing Concepts

Assessment Fact Sheet

Overview	Job Family/Title	Sales and Marketing Professionals/Product Managers
Details	Average Testing Time (minutes)	28 minutes
	Allowed Time (minutes)	90 minutes
	Maximum Number of Questions	30 questions
	Number of Sitzings	One
	Designed for Unproctored Environment	Yes
	Question Format	Multiple Choice - Adaptive
	Product Category	Business Skills

Knowledge, Skills, Abilities and Competencies Measured

Measures knowledge of the core areas of marketing. The following areas are covered:

- Advertising and Sales Promotion
- Buying Behavior
- Demographic Decision-Making
- Distribution and Channel Selection
- Information Analysis
- Internal and External Company Evaluation
- Market Analysis
- Marketing Control Systems
- Marketing Plans
- New Product/Service Development
- Pricing
- Selling Issues