

Marketing Strategy

Assessment Fact Sheet

Overview	Job Family/Title	Sales and Marketing Professionals/Product Managers
Details	Average Testing Time (minutes)	26
	Allowed Time (minutes)	90
	Maximum Number of Questions	30
	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 issues with marketing plan strategies. The following areas are covered:

- Planning
- Assessing Opportunities
- Segmentation
- Satisfying Customers
- Cost of Entry
- Integration