



OKLAHOMA
CareerTech

Badge Details

Name	0502 – Marketing Fundamentals
Description	<p>This assessment provides an indication of student mastery of basic knowledge and concepts necessary for success in marketing careers. The Marketing Fundamentals are aligned with the standards of the MBA Research and Curriculum Center. This assessment is aligned with those of the Institute for the Assessment of the Skills and Knowledge of Business (A*S*K).</p>
Criteria	<p><i>Candidates receiving this certification will take an exam with the following criteria:</i></p> <p>The exam is composed of 65 questions.</p> <ol style="list-style-type: none">1. Business Law 2%2. Communication Skills 8%3. Economics 15%4. Information Management 3%5. Marketing 8%6. Operations 15%7. Professional Development 5%8. Channel Management 3%9. Market Planning 7%10. Pricing 3%11. Product/Service Management 6%12. Promotion 7%13. Selling 18%

