



OKLAHOMA
CareerTech

Badge Details

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| Name | 0507 – Marketing Fundamentals |
| Description | <p>Marketing Fundamentals is an introductory course that will expose students to the fundamental concepts of marketing. Students will be introduced to a wide range of Marketing Education courses related to the Marketing Pathway, Marketing Careers, and DECA –Student Leadership Organization. Students will evaluate interpersonal communication concepts and skills. This course will clearly define the marketing concept and lead students into a marketing education career pathway. Students may have the opportunity to participate and compete in DECA competitions and activities as allowed by district policy. Students will be shown what marketing courses are available upon completing this introductory course.</p> |

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| <p>Criteria</p> | <p><i>Candidates receiving this certification will take an exam with the following criteria:</i></p> <p>This exam consists of 31 questions</p> <ol style="list-style-type: none">1. Interpersonal Communications Skills 18%2. Marketing Concept 33%3. Marketing Mix 35%4. Interpersonal Skills 14% |
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