



OKLAHOMA
CareerTech

Badge Details

Name	0540 - A*S*K Fundamental Marketing Concepts
Description	This assessment, aligned with MBA, measures an individual's knowledge of fundamental marketing concepts necessary for success in the business sectors.
Criteria	<p><i>Candidates receiving this certification will take an exam with the following criteria:</i></p> <p>This exam consists of 100-multiple choice questions</p> <ul style="list-style-type: none">• Channel Management 9%• Market Planning 7%• Marketing 6%• Marketing Information Management 21%• Pricing 6%• Product/Service Management 21%• Professional Development 2%• Promotion 16%• Selling 12%