

TECEP® Test Description for MKT-2010-TE

INTRODUCTION TO MARKETING

This exam assesses students' knowledge and application of key marketing concepts for today's business practices. It evaluates students' knowledge of the essential techniques managers need to compete successfully, whether in large companies or small businesses, profit-oriented firms or not-for-profit organizations. Topics include customer-oriented marketing strategies, buyers and markets, target market selection, and the marketing variables of products (and services), price, promotion, and distribution. (3 credits)

- **Test format:**
 - 74 multiple choice questions (1 point each)
 - 8 short answer questions (2 points each)
 - 2 essay questions (5 points each)
 - **Passing score:** 65% (65/100 points). Your grade will be reported as CR (Credit) or NC (No Credit).
 - **Time limit:** 3 hours
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OUTCOMES ASSESSED ON THE TEST

- Explain contemporary customer-oriented marketing strategies
 - Identify key aspects of affective consumer and business-to-business marketing
 - Outline ways to research, establish, and develop target markets
 - Discuss the essential decisions markets make regarding products and services
 - Explain the processes used in marketing channels and supply-chain management
 - Describe various means for promoting products and services
 - Identify common pricing concepts and strategies
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TOPICS ON THE TEST AND THEIR APPROXIMATE DISTRIBUTION

The table below indicates the main topics covered by this exam and the approximate percentage of the exam devoted to each main topic. Under the main topic heading is a list of related—but more specific—topics. It is important to review these topics to determine how much prior knowledge you have and/or how much additional study is necessary. To assist with refreshing and enhancing your knowledge of the ideas, concepts, and theories for this subject, links to free and openly licensed review materials are included for each topic.

Using Strategy and Research in Marketing (25%)	
Topic	Resource
Universal functions	<i>Marketing Principles</i> Chapter 1: What Is Marketing?
Strategic/tactical planning	<i>Marketing Principles</i> - Chapter 2: Strategic Planning <i>Boundless Marketing</i> - Chapter 2: Marketing Strategies and Planning The Strategic Planning Process
Market research and intelligence	<i>Marketing Principles</i> Chapter 10: Gathering & Using Information
Market environment and planning	<i>Boundless Marketing</i> - Chapter 3: The Marketing Environment The Marketing Environment
Pricing	<i>Boundless Marketing</i> - Chapter 8: Pricing Defining Price
Understanding Consumers: From the Decision Process to Target Market Identification (20%)	
Topic	Resource
Consumer behavior	<i>Marketing Principles</i> Chapter 3: Consumer Behavior
Customer satisfaction and loyalty	<i>Marketing Principles</i> Chapter 14: Customer Satisfaction, Loyalty, & Empowerment



Decision process	<i>Principles of Marketing</i> - Module 7: Consumer Behavior Buying-Process Stages
Social influence	<i>Marketing Principles</i> - Chapter 3: Consumer Behavior Section 3.1: Factors that Influence Consumers' Buying Behavior
Segmentation, targeting, and position	<i>Marketing Principles</i> Chapter 5: Market Segmenting, Targeting, & Positioning
Ethics	<i>Marketing Principles</i> - Chapter 13: Professional Selling Section 13.4: Ethics in Sales and Sales Management <i>Boundless Marketing</i> Ethics in Marketing
Defining Business Marketing (15%)	
Topic	Resource
Business-to-business marketing	<i>Boundless Marketing</i> - Chapter 5: Business-to-Business Marketing Business Markets Business Customers Industrial Classification The Business Buying Decision Process
Business buying behavior	<i>Marketing Principles</i> Chapter 4: Business Buying Behavior
Global marketing	<i>Boundless Marketing</i> - Chapter 7: Global Marketing Introduction to Global Marketing The Global Marketing Environment Important International Bodies and Agreements Types of International Business Global Marketing Mix
Non-profit marketing	<i>Boundless Marketing</i> - Chapter 17: Introduction to Nonprofit Marketing Nonprofit Marketing



Identifying Products, Services and Channels Utilized in Marketing (15%)	
Topic	Resource
Development of product and services	<i>Boundless Marketing</i> - Chapter 9: Products New Product Development <i>Principles of Marketing</i> - Module 10: Product Marketing New Product Development Process
Management of product and services	<i>Boundless Marketing</i> - Chapter 9: Products Managing Existing Products <i>Marketing Principles</i> - Chapter 7: Developing and Managing Offerings Section 7.2: Managing New Products
Marketing channels	<i>Marketing Principles</i> - Chapter 8: Using Marketing Channels to Create Value for Customers <i>Boundless Marketing</i> - Chapter 11: Marketing Channels Marketing Channels in the Supply Chain Channel Intermediaries Channel Structures Channel Strategy Decisions Marketing Channel Relationships
Supply chains and logistics	<i>Principles of Marketing</i> - Module 12: Place: Distribution Channels Why It Matters: Place: Distribution Channels Using Channels of Distribution Managing Distribution Channels Retailers As Channels of Distribution Integrated Supply Chain Management and the Distribution Strategy Putting It Together: Place: Distribution Channels Discussion: Distribution Strategy
Communications (25%)	
Topic	Resource



Direct marketing	<i>Principles of Marketing</i> - Module 13: Promotion: Integrated Marketing Communication (IMC) Direct Marketing
Integrated marketing	<i>Marketing Principles</i> Chapter 11: Integrated Marketing Communications and the Changing Media Landscape
Personal selling and promotion	<i>Marketing Principles</i> Chapter 13: Professional Selling

RESOURCE LICENSING GUIDE

This is a comprehensive list of the materials used in this test description, as well as other useful study materials. We encourage you to explore these resources to make sure that you are familiar with multiple perspectives on the topics above. All of these resources are openly licensed, which means that they are free to be [revised, remixed, reused, redistributed, and retained](#), so long as their unique terms are followed. You can learn more about open licensing [here](#).

Title	License
Principles of Marketing [Saylor course]. Washington, D.C.: Saylor Academy.	See License
Principles of Marketing [Lumen course]. Portland, OR: Lumen Learning.	CC BY-NC-SA 3.0
Boundless Marketing [Boundless course]. Portland, OR: Lumen Learning.	CC BY-SA 4.0
Tanner, J., & Raymond, M. A. (2012). Marketing Principles (v. 2.0). 2012 Book Archive.	CC BY-NC-SA 3.0
International Review of Management and Marketing . ISSN: 2146-4405	CC BY 4.0

Please Note: In order to provide no-cost study materials for students taking this TECEPs we use Saylor Academy's open, online courses as study resources. Saylor Academy is a nonprofit organization that offers free and open online courses for students. Although these courses are free, students must register and enroll in the courses to access the study materials. Registering and enrolling for the courses is free and requires only an email or social media (Google, Facebook, LinkedIn, or Microsoft) account. Please see Saylor's [Getting Started Guide](#) for more information.



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SAMPLE QUESTIONS

The questions below are designed to help you study for your TECEP. Answering these questions does not guarantee a passing score on your exam.

Please note that the questions below **will not** appear on your exam.

Multiple choice: Select the best answer. (1 point each)

1. Which element of the marketing mix includes the distribution of products?
 - a. Product
 - b. Price
 - c. Place
 - d. Promotion
2. To be ethically effective, marketing plans must be
 - a. honest and truthful
 - b. flexible enough to contain differences of opinion
 - c. varied according to management responsibility level
 - d. substantially different from compliance requirements
3. A(n) _____ is a document that communicates a marketing strategy for an offering.
 - a. research paper
 - b. market plan
 - c. mission statement
 - d. annual report
4. In a SWOT analysis, SWOT stands for
 - a. strategies, weaknesses, obligations, threats
 - b. strengths, weaknesses, opportunities, threats
 - c. strengths, work requirements, opportunities, time
 - d. strategies, worth, obligations, time
5. Raw data transforms to information when
 - a. it is calculated
 - b. a manager is aware that it exists
 - c. it becomes useful
 - d. a manager looks at it
6. Which of the following is true about participating in professional networking websites?



- a. They are frequently used by employers and recruiters.
- b. They are less helpful for mid- and late career professionals.
- c. They are more frequently used by experienced workers.
- d. They are most helpful to people who are currently employed.



7. _____ are especially useful to marketers.
- a. Age, income, gender
 - b. Location, locomotion, liberation
 - c. Profitability, reliability, predictability
 - d. Proactivity, reactivity, alacrity
8. What term is used to describe when a customer purchases a product with no planning or forethought?
- a. Extended problem solving
 - b. Impulse buying
 - c. High-involvement purchasing
 - d. Evaluation implementation
9. What type of segmentation is the primary starting point for most marketers?
- a. Psychographic
 - b. Use-pattern
 - c. Demographic
 - d. Cultural
10. In the business-to-business buying process, what is the next step after the need is described and quantified?
- a. Searching for potential suppliers
 - b. Evaluating proposals
 - c. Establishing an order routine
 - d. Recognizing a need
11. Which of the following is a skill that could advance career goals in global marketing?
- a. Ability to speak two or more languages
 - b. Experience in a single geographical area
 - c. Computer literacy
 - d. Having a foreign driver's license
12. When a product is sold in as many outlets as possible a(n) _____ distribution strategy is being used.
- a. selective
 - b. intensive
 - c. extreme
 - d. exclusive



13. What is a useful way to empower customers?
- a. Ask customers to participate in product design.
 - b. Conduct customer feasibility studies.
 - c. Refer customers to competitors for quality comparisons.
 - d. Give customers free products.
14. Which of the following is a key function of “positioning” in marketing campaigns?
- a. To provide a reason why the customer should buy the product.
 - b. To divert the customer's attention from the product's flaws.
 - c. To override the customer's previous mindset.
 - d. To distract the customer from considering a competitor's product.
15. A(n) _____ explains how an offering will be launched.
- a. offering transaction
 - b. business document
 - c. customer base
 - d. communication plan
16. _____ is defined as the variety of marketing communications an organization utilizes.
- a. Promotional mix
 - b. Personal selling
 - c. Advertising
 - d. Publicity
17. Which of the following are social media?
- a. Corporate investor pages
 - b. Media release distribution websites
 - c. Downloadable company brochures
 - d. Public networking websites
18. What is the generally accepted view about using sex and humor themes in cross-cultural marketing campaigns?
- a. Humor and sex themes are acceptable.
 - b. Humor and sex themes are encouraged.
 - c. Humor and sex themes can be used if they are very mild.
 - d. Humor and sex themes are not appropriate.



19. The channel through which communication takes place is known as the

- a. information
- b. medium
- c. communication
- d. transference

Short answer questions: Answer in two to four complete sentences. (2 points each)

20. Determine an advantage for using a product life cycle mode.

21. Provide an advantage for using segmentation, targeting, and positioning in developing marketing strategies.

22. Provide one benefit and one drawback of using a viral market channel.

Essay questions: Answer in six to eight complete sentences. (5 points each)

23. Describe major differences between strategic and tactical planning.

24. Define micromarketing and discuss its importance in integrated marketing communications programs.



ANSWERS TO SAMPLE QUESTIONS

Multiple-choice questions

- | | | |
|--------|---------|---------|
| 1. (c) | 8. (b) | 15. (d) |
| 2. (a) | 9. (c) | 16. (a) |
| 3. (b) | 10. (a) | 17. (d) |
| 4. (b) | 11. (a) | 18. (d) |
| 5. (c) | 12. (b) | 19. (b) |
| 6. (a) | 13. (a) | |
| 7. (a) | 14. (a) | |

Short answer questions

20. Using a product life cycle to manage the activities of a product or service allows a company to map out a long-term strategy for more effective planning. Companies can plan for the evolution of price, product features, promotion and placement in a way that is seamless and continuous for both the customer, as well as the firm's operations.

Scoring Rubric	
Score	Response Features
Meets Expectations (2 pts)	- Fully explains the benefits for using a product life cycle model - Uses complete sentences with correct spelling and grammar - Errors do not impact readability
Partially Meets Expectations (1 pt)	- Partially explains the benefits for using a product life cycle model - Uses complete sentences with some minor errors in spelling and grammar - Errors do not impact readability
Needs Improvement (0 pts)	- Does not explain the benefits for using a product life cycle model - Uses incomplete sentences with some significant errors in spelling and grammar - Errors impact readability



21. Targeting, marketing and positioning provide opportunities to reach a specific market and identify the characteristics of the market. Additionally, positioning can cater to a particular market rather than an entire universe. For instance, products such as Tesla, Porsche and Maserati are positioned to a different market than Ford, Chevy and Buick. This allows a market to develop and deliver personalized messages to different audiences rather than focusing on one message to everybody.

Scoring Rubric	
Score	Response Features
Meets Expectations (2 pts)	- Fully identifies and explains an advantage for using one of the following in developing marketing strategies: targeting, marketing and positioning - Uses complete sentences with correct spelling and grammar - Errors do not impact readability
Partially Meets Expectations (1 pt)	- Partially identifies and explains an advantage for using one of the following in developing marketing strategies: targeting, marketing and positioning - Uses complete sentences with some minor errors in spelling and grammar - Errors do not impact readability
Needs Improvement (0 pts)	- Does not identify or explain an advantage for using one of the following in developing marketing strategies: targeting, marketing and positioning - Uses incomplete sentences with some significant errors in spelling and grammar - Errors impact readability

22. Viral marketing is an advertisement tied to e-mail or another online communication designed to have one person pass on the content to another. Major benefits of such marketing are speed of transmission and the ability of consumers to share with like-minded friends; drawbacks include changes in the marketing message as it is passed from one person to another and the loss of control for the instigating firm as the messaging has the potential to change significantly from its original intent.



Scoring Rubric	
Score	Response Features
Meets Expectations (2 pts)	- Fully provides a benefit and drawback of viral marketing - Uses complete sentences with correct spelling and grammar - Errors do not impact readability
Partially Meets Expectations (1 pt)	- Partially provides a benefit and drawback of viral marketing - Uses complete sentences with some minor errors in spelling and grammar - Errors do not impact readability
Needs Improvement (0 pts)	- Does not provide a benefit and drawback of viral marketing - Uses incomplete sentences with some significant errors in spelling and grammar - Errors impact readability

Essay questions

23. All companies plan both strategically as well as tactically. There are four major differences between strategy and tactics in organizational planning: context, scale, rationale and time frame.

In terms of context, strategic planning is largely concerned with overall plan design, while tactics addresses implementation of a plan in practical terms. In the area of scale, strategic planning typically is concerned with a large framework that would affect the organization as whole, while tactics are smaller in scale and more specific in their focus, usually at the department or division level. Strategy explains why an action will take place and its necessity; tactics explain how the end result will be achieved step-by-step. This difference is fundamental to their rationale. Finally, strategy takes place over a long time frame and often it continues for years. Yet, tactics are put into place much more quickly, and are monitored more frequently, often on a daily basis.

Scoring Rubric
Identifies the two planning approaches: strategic planning, tactical planning
Appropriately identifies key planning elements: context, scale, rationale, time frame
Appropriately discusses the differences between the two planning approaches



24. Micromarketing, often called niche marketing, is a marketing strategy that concentrates on a specific customer characteristic in order to achieve a high degree of targeting focus. This characteristic can be demographic or psychographic.

Integrated marketing communications seeks to coordinate marketing efforts across a number of media. This coordination is built on customer commonalities as determined via research methods. In terms of demographics, these commonalities could be geographic location, income bracket, age or education; psychographic categories can be based on lifestyles, such as those categorized in the VALS research methodology. Micromarketing segments are customer building blocks built on such specific commonalities and as such are key components of integrated marketing communications campaigns. The more precise marketing communications can be, i.e., driven by micromarketing, the more effective.

Scoring Rubric
Correctly defines micromarketing and targeting focus, use of demographics/psychographics
Correctly describes IMC and gives specific examples utilizing precision targeting
Explains the importance of micromarketing to IMC: targeting, ability to aggregate consumers

