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**Proficiency Test Study Guide**

**Proficiency Test**: Marketing

**Test Style:** 60 multiple-choice questions

**Point System:** Each question is worth 1 point

**Course:** Marketing Principles

**Book:** Closed Book

**Suggested Texts:** Principles of Marketing Textbook

**Topics:**

1. Overview of Marketing

a. Overview of the role that marketing plays in our society and within organizations

b. Strategic, tactical and operational marketing planning

c. External variables impacting marketing decisions

d. Internal issues impacting marketing

2. Targeting and Understanding Consumers and Organizations

a. Marketing research

b. The consumer decision making process and the factors that influence consumer behavior

c. Business-to-Business market

d. Market segmentation and positioning

3. Marketing Mix

a. Product development and management

b. Pricing decisions and strategy

c. Marketing communications

d. Distribution channels

4. Extending Marketing

a. Global marketing program

b. Sustainable marketing, social responsibility and ethics