

# Introduction to Business and Marketing

CLEP Course - Collierville High School

**Estimated Cost:** None

**Pre-requisites:** Must be at least a junior or senior take this course.

**Course Description:** *Introduction to Business and Marketing* is an introductory course designed to give students an overview of the Business Management and Administration, Marketing, and Finance career clusters. The course helps students prepare for the growing complexities of the business world by examining basic principles of business, marketing, and finance in addition to exploring key aspects of leadership, ethical and social responsibilities, and careers. Students' academic skills in communications, mathematics, and economics are reinforced with activities modeled in the context of business topics. Upon completion of this course, proficient students will be equipped with the foundational skills to succeed in any of the Business, Marketing, or Finance programs of study and will be prepared to make an informed decision regarding which pathways they would like to pursue in high school.

**CLEP Information:** The Principles of Marketing examination covers material that is usually taught in a one-semester introductory course in marketing. Such a course is usually known as Basic Marketing, Introduction to Marketing, Fundamentals of Marketing, Marketing, or Marketing Principles. The exam is concerned with the role of marketing in society and within a firm, understanding consumer and organizational markets, marketing strategy planning, the marketing mix, marketing institutions, and other selected topics, such as international marketing, ethics, marketing research, services, and not-for-profit marketing. You're expected to have a basic knowledge of the economic, demographic, social, cultural, political, legal, and technological trends that are important to marketing. The examination contains approximately 100 questions to be answered in 90 minutes. Some of these are pretest questions that will not be scored. Any time candidates spend on tutorials and providing personal information is in addition to the actual testing time.

## Knowledge and Skills Required

The subject matter of the Principles of Marketing examination is drawn from the following topics in the approximate proportions indicated. The percentages next to the main topics indicate the approximate percentage of exam questions on that topic.

### Role of Marketing in Society (8%–13%)

- Ethics
- Nonprofit marketing
- International marketing

### Role of Marketing in a Firm (17%–24%)

- Marketing concept
- Marketing strategy
- Marketing environment
- Marketing decision system
- Marketing research
- Marketing information system

### Target Marketing (22%–27%)

- Consumer behavior
- Segmentation
- Positioning
- Business-to-business markets

### Marketing Mix (40%–50%)

- Product and service management
- Branding
- Pricing policies
- Distribution channels and logistics
- Integrated marketing communications
- Marketing application in e-commerce

\*Students MUST pass the Principles of Marketing CLEP examination, in order to test out of the Principles of Marketing class in college. If passed, this would be one less class that the student will have to take, while in college. Students will not receive college credit for this class.