



## CLEP® Principles of Marketing Book + Online (CLEP Test Preparation)

*By James E. Finch, James R. Ogden, Denise T. Ogden MBA, Anindya Chatterjee Ph.D.*

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**Everything you need to pass the exam and get the college credit you deserve.**

CLEP® is the most popular credit-by-examination program in the country, accepted by more than 2,900 colleges and universities. For over 15 years, REA has helped students pass the CLEP® exam and earn college credit while reducing their tuition costs.

Our CLEP® test preps are perfect for adults returning to college (or attending for the first time), military service members, high-school graduates looking to earn college credit, or home-schooled students with knowledge that can translate into college credit.

There are many different ways to prepare for the CLEP® exam. What's best for you depends on how much time you have to study and how comfortable you are with the subject matter. Our test prep for CLEP® Principles of Marketing and the free online tools that come with it, will allow you to create a personalized CLEP® study plan that can be customized to fit you: your schedule, your learning style, and your current level of knowledge.

Here's how it works:

#### Diagnostic exam at the REA Study Center focuses your study

Our online diagnostic exam pinpoints your strengths and shows you exactly where you need to focus your study. Armed with this information, you can personalize your prep and review where you need it the most.

#### Most complete subject review for CLEP® Principles of Marketing

Our targeted review covers all the material you'll be expected to know for the

exam and includes a glossary of must-know terms.

### **Two full-length practice exams**

The online REA Study Center gives you two full-length practice tests and the most powerful scoring analysis and diagnostic tools available today. Instant score reports help you zero in on the CLEP® Principles of Marketing topics that give you trouble now and show you how to arrive at the correct answer-so you'll be prepared on test day.

*REA is the acknowledged leader in CLEP® preparation, with the most extensive library of CLEP® titles available. Our test preps for CLEP® exams help you earn valuable college credit, save on tuition, and get a head start on your college degree.*

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## **Editorial Review**

From the Back Cover

### **CLEP® PRINCIPLES OF MARKETING**

**Everything you need to pass the CLEP® Principles of Marketing exam and get the college credits you deserve.**

CLEP® is the most popular credit-by-examination program in the country, accepted by more than 2,900 colleges and universities. For over 15 years, REA has helped students pass their CLEP® exams and earn college credits while reducing their tuition costs.

### **DIAGNOSTIC EXAM TO FOCUS YOUR STUDY**

Our online diagnostic exam pinpoints your strengths and shows you exactly where you need to focus your study. Armed with this information, you can personalize your prep and review where you need it the most.

### **MOST COMPLETE SUBJECT REVIEW**

Our targeted review covers all the material you'll be expected to know for the exam and includes a glossary of must-know Marketing terms.

### **TWO FULL-LENGTH PRACTICE EXAMS**

The online REA Study Center gives you two full-length practice tests and the most powerful scoring analysis and diagnostic tools available today. Instant score reports help you zero in on the topics that give you trouble now and show you how to arrive at the correct answer—so you'll be prepared on test day.

### **About the Author**

**James Finch** is the director of the M.B.A. program at the University of Wisconsin–La Crosse. He has also served the university as interim associate dean of the College of Business Administration and as a graduate faculty member. Dr. Finch holds a Ph.D. from Ohio State University.

**James Ogden** is the chair of the Department of Marketing at Kutztown University in Kutztown, Pennsylvania. He has taught at Cedar Creek College, Central Michigan University, and the University of Northern Colorado. Dr. Ogden received his Ph.D. in College Student Personnel Administration from the University of Northern Colorado, and received his M.S. in Marketing from Colorado State University.

**Denise Ogden** is an assistant professor in Marketing/Business Administration at Penn State Lehigh Valley in Reading/Fogelsville, Pennsylvania. She has taught at Allentown College/DeSales University and Cedar Crest College. Dr. Ogden holds a Ph.D. in Business Administration from Temple University.

**Anindya Chatterjee** is an associate professor of Marketing at Slippery Rock University in Slippery Rock, Pennsylvania. He has taught at Temple University, from which he received a Ph.D. in Marketing.

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### **PASSING THE CLEP PRINCIPLES OF MARKETING EXAM**

Congratulations! You're joining the millions of people who have discovered the value and educational advantage offered by the College Board's College-Level Examination Program, or CLEP. This test prep covers everything you need to know about the CLEP Principles of Marketing exam, and will help you earn the college credit you deserve while reducing your tuition costs.

### **GETTING STARTED**

There are many different ways to prepare for a CLEP exam. What's best for you depends on how much time you have to study and how comfortable you are with the subject matter. To score your highest, you need a system that can be customized to fit you: your schedule, your learning style, and your current level of knowledge.

This book, and the online tools that come with it, allow you to create a personalized study plan through three simple steps: assessment of your knowledge, targeted review of exam content, and reinforcement in the areas where you need the most help.

**Let's get started and see how this system works.**

**Test Yourself & Get Feedback:** Score reports from your online diagnostic and practice tests give you a fast way to pinpoint what you already know and where you need to spend more time studying.

**Review with the Book:** Study the topics tested on the CLEP exam. Targeted review chapters cover everything you need to know.

**Improve Your Score:** Armed with your score reports, you can personalize your study plan. Review the parts of the book where you're weakest and study the answer explanations for the test questions you answered incorrectly.

## **THE REA STUDY CENTER**

The best way to personalize your study plan and focus on your weaknesses is to get feedback on what you know and what you don't know. At the online REA Study Center, you can access two types of assessment: a diagnostic exam and full-length practice exams. Each of these tools provides true-to-format questions and delivers a detailed score report that follows the topics set by the College Board.

**Diagnostic Exam:** Before you begin your review with the book, take the online diagnostic exam. Use your score report to help evaluate your overall understanding of the subject, so you can focus your study on the topics where you need the most review.

**Full-Length Practice Exams:** These practice tests give you the most complete picture of your strengths and weaknesses. After you've finished reviewing with the book, test what you've learned by taking the first of the two online practice exams. Review your score report, then go back and study any topics you missed. Take the second practice test to ensure you have mastered the material and are ready for test day.

If you're studying and don't have Internet access, you can take the printed tests in the book. These are the same practice tests offered at the REA Study Center, but without the added benefits of timed testing conditions and diagnostic score reports. Because the actual exam is computer-based, we recommend you take at least one practice test online to simulate test-day conditions.

## **AN OVERVIEW OF THE EXAM**

The CLEP Principles of Marketing exam consists of approximately 100 multiple-choice questions, each with five possible answer choices, to be answered in 90 minutes. The exam covers the material one would find in an introductory college-level marketing course.

This type of course is commonly titled Basic Marketing, Introduction to Marketing, Fundamentals of Marketing, Marketing, or Marketing Principles. Such a course—and thus the exam itself—covers the role of marketing in society and within a firm, understanding consumer and organizational markets, marketing strategy planning, marketing institutions, the marketing mix, as well as topics such as international marketing, ethics, marketing research, services, and not-for-profit marketing.

The CLEP candidate is also expected to have a basic knowledge of the economic/demographic, social/cultural, political/legal and technological trends that undergird a competent understanding of marketing.

The approximate breakdown of topics is as follows:

8–13% The **role of marketing in society**, including ethics, non-profit marketing and international marketing.

17–24% The **role of marketing in a firm**, including the marketing concept, marketing planning and strategy, marketing research, marketing information system, and marketing environment.

22–27% **Target marketing**, including consumer behavior, and marketing segmentation, positioning, and business-to-business markets.

40–50% The **marketing mix**, including product and service management, branding, pricing policies, distribution channels and logistics, marketing communications/promotion, and e-commerce.

## **ALL ABOUT THE CLE P PROGRAM**

What is the CLEP?

CLEP is the most widely accepted credit-by-examination program in North America. CLEP exams are available in 33 subjects and test the material commonly required in an introductory-level college course. Examinees can earn from three to twelve credits at more than 2,900 colleges and universities in the U.S. and Canada. For a complete list of the CLEP subject examinations offered, visit the College Board website: [www.collegeboard.org/clep](http://www.collegeboard.org/clep).

### **Who takes CLEP exams?**

CLEP exams are typically taken by people who have acquired knowledge outside the classroom and who wish to bypass certain college courses and earn college credit. The CLEP program is designed to reward examinees for learning—no matter where or how that knowledge was acquired.

Although most CLEP examinees are adults returning to college, many graduating high school seniors, enrolled college students, military personnel, veterans, and international students take CLEP exams to earn college credit or to demonstrate their ability to perform at the college level. There are no prerequisites, such as age or educational status, for taking CLEP examinations.

However, because policies on granting credits vary among colleges, you should contact the particular institution from which you wish to receive CLEP credit.

### **Who administers the exam?**

CLEP exams are developed by the College Board, administered by Educational Testing Service (ETS), and involve the assistance of educators from throughout the United States. The test development process is designed and implemented to ensure that the content and difficulty level of the test are appropriate.

### **When and where is the exam given?**

CLEP exams are administered year-round at more than 1,200 test centers in the United States and can be arranged for candidates abroad on request. To find the test center nearest you and to register for the exam, contact the CLEP Program:

CLEP Services

P.O. Box 6600

Princeton, NJ 08541-6600

Phone: (800) 257-9558 (8 a.m. to 6 p.m. ET)

Fax: (609) 771-7088

Website: [www.collegeboard.org/clep](http://www.collegeboard.org/clep)

## **OPTIONS FOR MILITARY PERSONNEL AND VETERANS**

CLEP exams are available free of charge to eligible military personnel and eligible civilian employees. All the CLEP exams are available at test centers on college campuses and military bases. Contact your Educational Services Officer or Navy College Education Specialist for more information. Visit the DANTES or College Board websites for details about CLEP opportunities for military personnel.

Eligible U.S. veterans can claim reimbursement for CLEP exams and administration fees pursuant to provisions of the Veterans Benefits Improvement Act of 2004. For details on eligibility and submitting a claim for reimbursement, visit the U.S. Department of Veterans Affairs website at [www.gibill.va.gov](http://www.gibill.va.gov).

CLEP can be used in conjunction with the Post-9/11 GI Bill, which applies to veterans returning from the Iraq and Afghanistan theaters of operation. Because the GI Bill provides tuition for up to 36 months, earning college credits with CLEP exams expedites academic progress and degree completion within the funded timeframe.

## **SSD ACCOMMODATIONS FOR CANDIDATES WITH DISABILITIES**

Many test candidates qualify for extra time to take the CLEP exams, but you must make these arrangements in advance. For information, contact:

College Board Services for Students with Disabilities

P.O. Box 6226  
Princeton, NJ 08541-6226  
Phone: (609) 771-7137 (Monday through Friday, 8 a.m. to 6 p.m. ET)  
TTY: (609) 882-4118  
Fax: (609) 771-7944  
E-mail: [ssd@info.collegeboard.org](mailto:ssd@info.collegeboard.org)

## **Users Review**

### **From reader reviews:**

#### **Silvia McElroy:**

Book is actually written, printed, or outlined for everything. You can recognize everything you want by a reserve. Book has a different type. To be sure that book is important issue to bring us around the world. Close to that you can your reading expertise was fluently. A guide CLEP® Principles of Marketing Book + Online (CLEP Test Preparation) will make you to end up being smarter. You can feel much more confidence if you can know about everything. But some of you think that open or reading a new book make you bored. It is far from make you fun. Why they can be thought like that? Have you looking for best book or suitable book with you?

#### **Timothy Brown:**

This CLEP® Principles of Marketing Book + Online (CLEP Test Preparation) are reliable for you who want to certainly be a successful person, why. The reason why of this CLEP® Principles of Marketing Book + Online (CLEP Test Preparation) can be on the list of great books you must have is giving you more than just simple reading through food but feed anyone with information that might be will shock your earlier knowledge. This book is actually handy, you can bring it everywhere and whenever your conditions both in e-book and printed versions. Beside that this CLEP® Principles of Marketing Book + Online (CLEP Test Preparation) forcing you to have an enormous of experience for example rich vocabulary, giving you trial of critical thinking that we all know it useful in your day exercise. So , let's have it and revel in reading.

#### **Rene Pina:**

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**Bertha Davis:**

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