

MARKETING CONCEPTS

Marketing involves the distribution of products and services to the consumer. This event provides recognition for PBL members who possess knowledge of the basic principles of marketing.

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- basic marketing including price, product, place, and promotion
- marketing concepts and strategies
- international marketing
- legal and social aspects
- marketing research
- e-marketing