



*Michigan*  
TEST FOR TEACHER CERTIFICATION  
**STUDY GUIDE**

## **36 Marketing Education**



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## **PART 1: General Information About the MTTC Program and Test Preparation**

The first section of the study guide is available in a separate PDF file. Click the link below to view or print this section.

[General Information About the MTTC Program and Test Preparation](#)

## PART 2: Test Objectives and Sample Test Questions

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### INTRODUCTION

This section includes a list of the test objectives, immediately followed by sample test questions and an answer key for the field covered by this study guide.

#### Test Objectives

As noted, the test objectives are broad, conceptual statements that reflect the knowledge, skills, and understanding an entry-level teacher needs in order to teach effectively in a Michigan classroom. Each field's list of test objectives represents the **only** source of information about what a specific test will cover and, therefore, should be studied carefully.

The test objectives are organized into groups known as "subareas." These subareas define the major content areas of the test. You will find a list of subareas at the beginning of the test objective list. The percentages shown in the list of subareas indicate the approximate weighting of the subareas on the test.

#### Sample Multiple-Choice Test Questions

The sample multiple-choice test questions included in this section are designed to give the test-taker an introduction to the nature of the test questions included on the MTTC test for each field. The sample test questions represent the various types of test questions you may expect to see on an actual test; however, they are **not** designed to provide diagnostic information to help you identify specific areas of individual strengths and weaknesses or predict your performance on the test as a whole. Use the answer key that follows the sample test questions to check your answers.

To help you identify which test objective is being assessed, the objective statement to which the question corresponds is listed in the answer key. When you are finished with the sample test questions, you may wish to go back and review the entire list of test objectives and descriptive statements once again.

## TEST OBJECTIVES

Subarea	Approximate Percentage of Questions on Test
Marketing Foundations	40%
Marketing Functions	40%
Technology, Ethics, and Career Development	20%

### MARKETING FOUNDATIONS

**Understand fundamental concepts, goals, and strategies of marketing.**

Includes understanding basic concepts in marketing (e.g., marketing concept, market segmentation, target markets); identifying the role of marketing; analyzing the impact of marketing on individuals, businesses, and society; identifying strategies that influence buying motives; identifying strategies for determining client needs and wants; planning communication to influence purchase decisions and enhance future business opportunities; and understanding short- and long-term planning for marketing.

**Understand basic elements of effective communication in marketing.**

Includes identifying elements of effective verbal and nonverbal communication; identifying concepts, strategies, and systems, including technology, needed for interacting effectively with others; identifying strategies (e.g., outlines, summaries, using reference materials) for preparing written and oral presentations that include general and technical information; understanding the use of marketing reference sources (e.g., the U.S. Census, trade publications); and demonstrating an understanding of communication strategies necessary for effective global marketing.

**Analyze the purpose and style of marketing communications.**

Includes analyzing factors involved in determining the appropriate style and format for marketing communications; identifying the purpose of various marketing communications; and analyzing the unity, coherence, clarity, emphasis, and effectiveness of marketing communications in business.

**Understand and apply economic concepts to marketing.**

Includes applying economic concepts (e.g., supply and demand, pricing, business cycle, productivity) to analyze various business and marketing situations; understanding fundamental features of economic systems (e.g., role of competition, consumer choice); and recognizing the effects of macroeconomic factors (e.g., unemployment rates, inflation) on business and marketing.

**Understand business organization and management.**

Includes applying fundamental management skills and procedures related to marketing functions; understanding planning processes and how to develop a marketing plan; identifying functions of marketing management (e.g., goal setting, planning, controlling, problem solving, decision making, motivating); recognizing different levels of management; identifying factors involved in setting company policies; identifying entrepreneurial concepts that affect business and marketing decision making; and understanding the characteristics and purposes of a marketing information system.

**Understand human resource management, labor relations, and the role of group and interpersonal behavior in marketing management.**

Includes analyzing issues related to recruiting, hiring, training, supervising, promoting, and terminating personnel; applying human resource principles, systems, and approaches to management; recognizing the impact of diversity in the workplace; understanding the role of labor relations in the workplace; and applying social theory (e.g., group dynamics, work groups, roles within teams, conflict resolution methods) to analyze workplace situations.

**Understand and apply principles, concepts, and techniques related to global business and marketing.**

Includes applying basic economic concepts to global business and marketing (e.g., specialization, comparative advantage, opportunity cost, impact of exports and imports); identifying issues and risks involved in entering global markets; understanding global business ventures; analyzing how economic conditions influence global, national, and local markets; and identifying the role of global and U.S. trade agencies and organizations.

**MARKETING FUNCTIONS****Understand the role of price and the use of pricing strategies.**

Includes identifying factors that influence price (e.g., cost, quality, competition); identifying pricing policies and techniques (e.g., promotional, psychological) and situations in which each is applicable; identifying concepts and strategies used to maximize return and meet customers' perceptions of value; using break-even analyses to determine price; applying the concept of price elasticity; analyzing how economies of scale attained through mass production affect pricing strategy; and calculating problems involving markups and markdowns.

**Understand product service planning.**

Includes understanding how products and services are planned, developed, and marketed; identifying the steps of the product life cycle; identifying the functions of packaging and labeling (e.g., protection, promotion); identifying products in industrial/business (e.g., installations, supplies) or consumer (e.g., convenience, shopping) categories; understanding the advantages and disadvantages of product line extensions; and understanding the concept of extended product/service features (e.g., warranties, technical support, service contracts).

**Understand distribution processes and methods for developing distribution plans.**

Includes understanding the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services; identifying the various channels of distribution and their importance to the marketing process; understanding the role of intermediaries in the distribution channel (e.g., retailer, wholesaler, broker, agent); identifying the major functions of a physical distribution system (e.g., buying, selling); understanding the importance of inventory control in the marketing process; developing a distribution plan for a given product or service; and calculating problems associated with inventory control (e.g., average inventory, stock turnover).

**Understand promotional concepts and strategies.**

Includes understanding how to develop, implement, and evaluate promotional plans and campaigns; identifying the components of a promotional mix (e.g., advertising, selling, public relations, sales promotion) and analyzing factors (e.g., laws, diversity, target markets, consumer characteristics) affecting promotional activities; describing types of advertising media; and identifying concepts and strategies needed to communicate information about products, services, images, and/or ideas.

**Understand the selling process.**

Includes understanding and demonstrating steps in the selling process (e.g., opening, sales presentation, handling objections, closing); identifying purposes of major federal laws that affect selling; and identifying sellers' and buyers' obligations.

**Understand the function of financing in marketing.**

Includes understanding the nature and scope of financing; explaining the use, purpose, and importance of credit; applying financial concepts to decision making; and understanding risk management principles and techniques.

**Understand the function of marketing information management.**

Includes identifying the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions; describing the role and purpose of marketing research (e.g., relationship to marketing plan, identifying markets) and the steps in conducting marketing research; using marketing research to analyze demand and forecast sales; and applying quantitative and qualitative methods to marketing functions (e.g., purchasing) and marketing research (e.g., forecasting, profit analysis).

**TECHNOLOGY, ETHICS, AND CAREER DEVELOPMENT****Understand the role of ethical and social responsibility in marketing.**

Includes analyzing marketing situations that involve ethical considerations; recognizing factors (e.g., advertising, government regulations) that influence ethical decisions in business and marketing; analyzing issues related to social responsibility in the global marketplace; understanding the social responsibilities of business organizations; understanding the function of management in making ethical decisions; and demonstrating knowledge of health, safety, societal, and environmental issues in marketing.

**Understand the basic principles and application of technology in marketing.**

Includes recognizing the importance of technology in marketing; recognizing advantages and disadvantages of given technology in marketing-related situations; understanding the purposes, uses, and impact of technology in marketing functions (e.g., distribution, promotion, management information systems); understanding the use of software applications (e.g., spreadsheet, database, desktop publishing) in marketing; demonstrating an understanding of e-commerce; and analyzing safety and security issues related to the use of technology in marketing.

**Understand how to promote student development and assist students in career planning.**

Includes identifying the concepts, strategies, and resources needed for career exploration, development, and growth in marketing; identifying strategies for matching personal characteristics and needs to marketing careers (e.g., assessing personal strengths and weaknesses, career exploration and development); identifying types and characteristics of marketing careers; understanding goals and purposes of work-based learning programs (e.g., mentoring, cooperative education, job shadowing); and understanding purposes, characteristics, functions, and organizational structure of student leadership organizations (e.g., DECA).

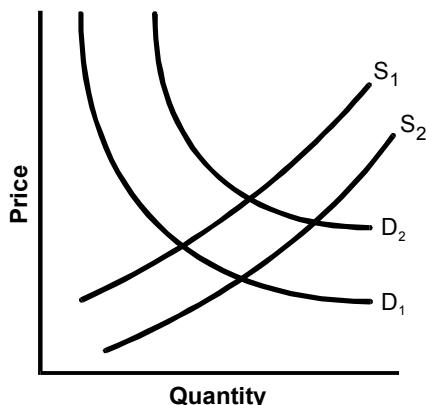
**Understand the procedures and techniques necessary to select, prepare for, obtain, and maintain a career in marketing.**

Includes applying procedures for seeking employment (e.g., constructing a résumé, writing letters of application, demonstrating appropriate interviewing skills); understanding employers' expectations, appropriate work habits (e.g., punctuality, ethical behavior), and personal characteristics necessary for a career in marketing; describing methods for building and maintaining a career (e.g., portfolios, certificates); and identifying employee rights and responsibilities.

**SAMPLE MULTIPLE-CHOICE TEST QUESTIONS**

1. Which of the following should be the primary goal of a company's long-term marketing plan?
  - A. projecting revenues from sales for each fiscal year
  - B. creating a managerial structure to achieve the company's goals
  - C. increasing production capabilities to gain market share
  - D. identifying specific customer needs the company intends to satisfy
  
2. The concept of market segmentation is based primarily on which of the following observations?
  - A. People who make up the audience for a product usually have a variety of different types of needs.
  - B. Different products are likely to need different methods for distributing the product to the consumer.
  - C. Consumer buying motives can be influenced through appropriate promotional techniques.
  - D. Marketing strategies must adapt to the changes that occur as products move through their life cycles.
  
3. Which of the following questions would be most appropriate to consider first when preparing a marketing communication?
  - A. What kind of response am I trying to elicit with this message?
  - B. Why would the audience respond to this message?
  - C. How should I present the content of this message?
  - D. What is the main objective of this message?
  
4. A market researcher is designing a questionnaire to survey consumer preferences as the company plans to develop a new disposable mop. Which of the following survey questions would best elicit appropriate information?
  - A. What features do you consider most important in a disposable mop?
  - B. Would you pay more for a mop that made cleaning your floors easier?
  - C. Are you happy with the cleaning results of the mop you are currently using?
  - D. What kind of mop do you currently use to clean your floors?

5. Use the graph below to answer the question that follows.



The graph above shows two supply curves and two demand curves for a product. For which supply and demand curves is the equilibrium price of the product greatest?

A.  $S_1$  and  $D_1$   
 B.  $S_2$  and  $D_1$   
 C.  $S_1$  and  $D_2$   
 D.  $S_2$  and  $D_2$

6. Which of the following is the most appropriate first step to take when developing a company's marketing plan?

A. identifying strengths, weaknesses, threats, and opportunities  
 B. establishing specific marketing objectives  
 C. evaluating the current economic situation  
 D. synthesizing overall organizational strategies

7. Requiring a job applicant to answer which of the following questions would be a violation of federal law?

A. Have you ever been convicted of a felony?  
 B. Do you and your spouse plan to have children?  
 C. Why did you leave your last job?  
 D. Are you willing to take a personality test?

8. A developing country with a large, unskilled, low-wage labor force is likely to have a comparative advantage for exporting which of the following products to a country with a highly skilled workforce?

A. fresh milk  
 B. jet engines  
 C. clothing and textiles  
 D. semiconductors

9. Which of the following best describes the reason for using loss-leader pricing methods?

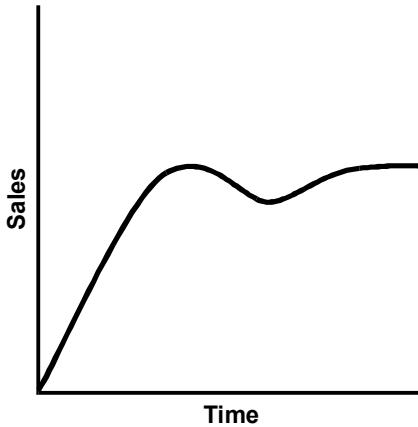
- A. to attract customers to a store so that they may purchase additional items at the regular price
- B. to encourage customers to associate higher prices with superior quality of products
- C. to encourage customers to buy larger quantities of a product than they would normally purchase
- D. to sell seasonal goods or perishable inventory that is close to its expiration date

10. A toy manufacturer plans to make 200,000 toy action figures to sell to wholesalers for \$12 each. The cost of making and marketing the toys is \$7.50 per unit. How many action figures must the toy manufacturer sell to break even?

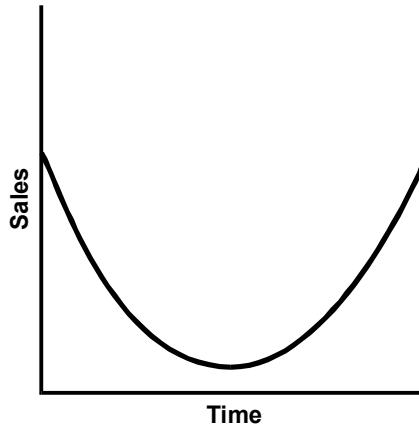
- A. 45,000
- B. 80,000
- C. 125,000
- D. 140,000

11. Which of the following best represents a graph of the product life cycle for a product considered to be a fad?

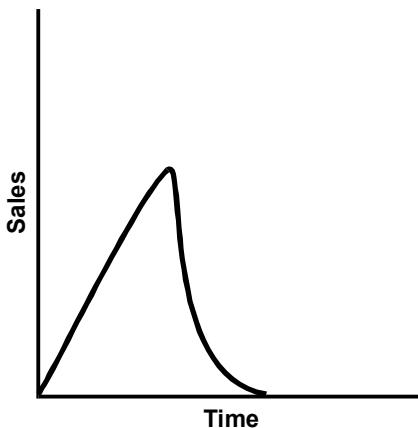
A.



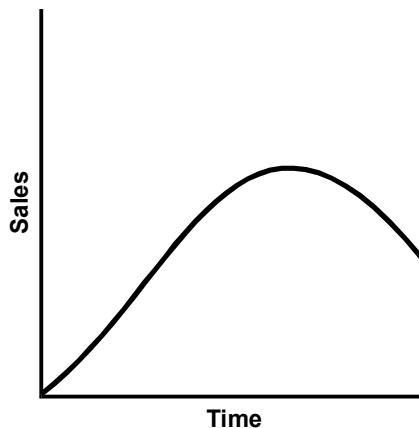
B.



C.



D.



12. Use the table below to answer the question that follows.

<b>Mason Corporation</b>	
Product A	
Sales Rate	100 items/day
Order Lead Time	4 days
Desired Safety Stock	150 items

Considering a standard reorder point formula, which of the following represents the reorder point for Product A?

- A. 350 units
- B. 550 units
- C. 600 units
- D. 800 units

13. Use the table below to answer the question that follows.

<b>Selected Media Characteristics</b>	
Intrusiveness	Very High
Product Demonstration	Excellent
Package Identification	Good
Short-term Action	Good
Economy of Production Cost	Poor
Major Market Penetration	Excellent

Which of the following types of advertising media best corresponds with the criteria in the table above?

- A. television
- B. magazines
- C. radio
- D. newspapers

14. In which of the following situations can a consumer invoke certain rights entitled to him or her under the Michigan Consumer Protection Act?

- A. An unemployed person requests an extension on a home mortgage payment.
- B. A firm charges 30 percent more than its competitors for a product.
- C. An individual seeks a refund when returning an item of the wrong size to a store.
- D. A store incorrectly advertises its products as being biodegradable.

15. Which of the following best describes the role that venture capitalists generally play in financing small businesses?

- A. providing low-interest loans and financial advice
- B. raising capital by helping the business sell stock to the public
- C. guaranteeing loans made by banks and other financial institutions
- D. supplying cash to businesses in return for a share of equity

16. Which of the following should be the first step in performing marketing research?

- A. Create a sample research design.
- B. Define the research problem.
- C. Determine the data collection method.
- D. Identify the target consumers of the research.

17. Which of the following is likely to be most critical to the success of a company's social responsibility program?

- A. soliciting customer input into the design of the program
- B. establishing employee incentives for participating in the program
- C. publishing a list acknowledging key contributors to the program
- D. gaining a strong commitment to the program from top management

18. For which of the following applications would a marketing department most appropriately use database software?

- A. analyzing consequences of various sales scenarios
- B. identifying all customers who share given characteristics
- C. calculating the company's return on investment from given data
- D. summarizing the opinions of members of a focus group

19. Which of the following best describes the primary mission of DECA?

- A. to develop leadership qualities in students interested in pursuing business and marketing careers
- B. to educate students of marketing about the latest techniques used in the sales profession
- C. to provide experience in market research by offering grants to marketing students
- D. to help aspiring entrepreneurs learn strategies for applying marketing skills in a new business

20. Which of the following would be considered a violation of an employee's rights?

- A. conducting a credit or background check without the consent of the employee
- B. requiring an employee to work occasional overtime to meet business demands
- C. reading private e-mails sent to an employee on the employer's computer system
- D. paying a new employee less money than an experienced employee in a similar position

**ANSWER KEY FOR THE SAMPLE MULTIPLE-CHOICE TEST QUESTIONS**

<b>Item Number</b>	<b>Correct Response</b>	<b>Objective</b>
1.	<b>D</b>	Understand fundamental concepts, goals, and strategies of marketing.
2.	<b>A</b>	Understand fundamental concepts, goals, and strategies of marketing.
3.	<b>D</b>	Understand basic elements of effective communication in marketing.
4.	<b>A</b>	Analyze the purpose and style of marketing communications.
5.	<b>C</b>	Understand and apply economic concepts to marketing.
6.	<b>A</b>	Understand business organization and management.
7.	<b>B</b>	Understand human resource management, labor relations, and the role of group and interpersonal behavior in marketing management.
8.	<b>C</b>	Understand and apply principles, concepts, and techniques related to global business and marketing.
9.	<b>A</b>	Understand the role of price and the use of pricing strategies.
10.	<b>C</b>	Understand the role of price and the use of pricing strategies.
11.	<b>C</b>	Understand product service planning.
12.	<b>B</b>	Understand distribution processes and methods for developing distribution plans.
13.	<b>A</b>	Understand promotional concepts and strategies.
14.	<b>D</b>	Understand the selling process.
15.	<b>D</b>	Understand the function of financing in marketing.
16.	<b>B</b>	Understand the function of marketing information management.
17.	<b>D</b>	Understand the role of ethical and social responsibility in marketing.
18.	<b>B</b>	Understand the basic principles and application of technology in marketing.
19.	<b>A</b>	Understand how to promote student development and assist students in career planning.
20.	<b>A</b>	Understand the procedures and techniques necessary to select, prepare for, obtain, and maintain a career in marketing.