

## TECEP® Test Description for MAR-321-TE

### MARKETING COMMUNICATIONS

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This exam assesses students' knowledge and application of marketing communications topics such as the marketing environments; integrated marketing communications; and promotion venues including personal selling, sales promotion, point-of-purchase sales promotion, internet and social media promotion, along with the marketing concepts that shape these topics. Subjects include: evaluation of the marketing environments; finding, penetrating, and managing markets; utilization and application of marketing mix components and identification of societal and relationship strategies; and communications, concepts, strategies, and variables of promotion venues such as internet marketing communications, sponsorship, product differentiation, and product positioning. (3 credits)

- **Test format:** 30 multiple choice questions (1 point each); 7 essay questions (10 points each).
  - **Passing score:** 60% (60/100 points). Your grade will be reported as CR (credit) or NC (no credit).
  - **Time limit:** 3 hours
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### OUTCOMES ASSESSED ON THE TEST

- Analyze how marketing communications strategies are influenced by internal and external environments.
  - Evaluate the role of integrated marketing communications in marketing programs.
  - Differentiate among promotional mix elements such as advertising, public relations, and direct marketing.
  - Assess the role of key concepts such as segmentation, positioning, branding, and consumer buying behavior.
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### TOPICS ON THE TEST AND THEIR APPROXIMATE DISTRIBUTION

The table below indicates the main topics covered by this exam and the approximate percentage of the exam devoted to each main topic. Under the main topic heading is a list of related—but more specific—topics. It is important to review these topics to determine how much prior knowledge you have and/or how much additional study is necessary.



Topic	Percentage
<b>Marketing Environments</b> <ul style="list-style-type: none"> <li>● Societal</li> <li>● Economic</li> <li>● Competitive</li> <li>● Technological</li> <li>● Natural</li> </ul>	<b>20%</b>
<b>Marketing Planning and Research</b> <ul style="list-style-type: none"> <li>● Objectives</li> <li>● Strategy</li> <li>● Execution</li> <li>● Evaluation</li> </ul>	<b>15%</b>
<b>Finding, Defining, and Penetrating Markets</b> <ul style="list-style-type: none"> <li>● Consumer buyer behavior</li> <li>● Business buyer behavior</li> <li>● Customer segmentation</li> <li>● Positioning</li> </ul>	<b>20%</b>
<b>Communication Concepts and Strategies</b> <ul style="list-style-type: none"> <li>● Integrated marketing communications</li> <li>● Communication models</li> <li>● Branding</li> <li>● Advertising</li> </ul>	<b>20%</b>
<b>Promotion Venues</b> <ul style="list-style-type: none"> <li>● Direct marketing</li> <li>● Sales promotion and point-of-purchase</li> <li>● Sponsorship, product placement, branded entertainment</li> <li>● Personal selling</li> <li>● Social media</li> </ul>	<b>25%</b>

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## STUDY MATERIALS

Below is a list of recommended study materials to help prepare you for your exam. Most textbooks in this subject include the topics listed above and will prepare you for the test. If you choose another text, be sure to compare its table of contents against the topic list to make sure all topics are covered.



Title
Clow, K. E., & Belch, M. A. <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i> . New York, NY: Pearson.
Eagle, L., Dahl, S., Czarnecka, B., & Lloyd, J. <i>Marketing Communications</i> . New York, NY: Routledge.
Egan, J. <i>Marketing Communications</i> . Current edition. London: Sage Publications.
Shimp, T. A. & Andrews, J. C. <i>Advertising Promotion and Other Aspects of Integrated Marketing Communication</i> . Boston, MA: Cengage.

In addition to the resources above, you may wish to review the open resources listed below. We encourage you to explore these resources to make sure that you are familiar with multiple perspectives on the topics above. All of these resources are openly licensed, which means that they are free to be [revised, remixed, reused, redistributed, and retained](#), so long as their unique terms are followed. You can learn more about open licensing [here](#).

Resources Licensing Guide	
Title	License
Burnett, J. (2008). <a href="#">Core Concepts of Marketing</a> . Zurich, Switzerland: Global Text Project.	<a href="#">CC BY 3.0</a>
Tanner, J., & Raymond, M. A. (2012). <a href="#">Principles of Marketing</a> . Washington, D.C.: Saylor Academy.	<a href="#">CC BY-NC-SA 3.0</a>
Stokes, R. (2013). <a href="#">eMarketing: The Essential Guide to Marketing in a Digital World</a> (5th ed.). Quirk eMarketing (Pty) Ltd.	<a href="#">CC BY-NC-SA</a>
(2019). <a href="#">The Market-led Organization</a> . Open University.	<a href="#">CC-BY-NC-SA 4.0</a>

## SAMPLE QUESTIONS

The questions below are designed to help you study for your TECEP. Answering these questions does not guarantee a passing score on your exam.

Please note that the questions below **will not** appear on your exam.



## Multiple-Choice

1. *Reach* and *frequency* are aspects of which part of an advertising plan?
  - a. Selection of a copy platform
  - b. Determination of a media timing pattern
  - c. Setting of sequential objectives
  - d. Setting of the campaign budget
2. Changing consumer spending patterns is an element of the \_\_\_\_\_ environment.
  - a. political
  - b. cultural
  - c. demographic
  - d. economic
3. What is one disadvantage of a point-of-purchase (POP) promotion display?
  - a. The displays are not seen by enough people.
  - b. It seldom induces impulse buying among the intended audience.
  - c. There is no practical way to audit the “circulation” of the display.
  - d. It is not as efficient as other forms of sales promotion.
4. In which stage of the consumer decision process is cognitive dissonance most likely to occur?
  - a. Post-purchase evaluation
  - b. Purchase decision
  - c. Exposure to non-personal influences
  - d. Exposure to interpersonal influences
5. *Tiny House* magazine is implementing a special promotion to regain readers in the Midwest who have let their subscriptions drop. Which of the following segmentation criteria defines this market?
  - a. Geographic – Psychographic
  - b. Demographic – Geographic
  - c. Psychographic – Demographic
  - d. Behavioristic – Geographic
6. What formula is used to determine media cost per thousand?
  - a.  $CPM = \text{cost of media} \times 1000 \text{ divided by number of circulation}$
  - b.  $CPM = \text{circulation divided by cost of media}$
  - c.  $CPM = \text{number of circulation divided by cost of media} \times 1000$
  - d. It depends on the media.



7. The contribution made by publicity is difficult to measure because it is used in conjunction with
- a. selecting channels of distribution
  - b. marketing research
  - c. other promotion tools
  - d. negative events such as product recalls

**Essay**

8. What is the significance of the word "probability" in defining probability and non-probability samples? Why are non-probability samples more important during exploratory research and probability samples more important during conclusive research?

Your essay answers should be about 2-3 paragraphs in length and include clear definitions and examples where appropriate. Partial credit will be awarded. Essays will be graded on the following basis:

Criteria	Points
Response demonstrates mastery of theories and concepts	5 points
Response applies concepts appropriately and is supported with examples/evidence/discussion	5 points



## ANSWERS TO SAMPLE QUESTIONS

### Multiple-Choice

- |        |        |        |
|--------|--------|--------|
| 1. (b) | 4. (a) | 7. (c) |
| 2. (d) | 5. (d) |        |
| 3. (c) | 6. (a) |        |

### Essay

8. Probability means that every member of a population has an equal chance of being selected for a sample. Unlike findings and conclusions from non-probability samples, those from probability samples can be stated with a measurable degree of accuracy—such as this statement: "in 98 of 100 cases where a probability sample this large is drawn from a population this large of American males, the average height of these males will be between 5'7" and 5'9."

During exploratory research, the purpose is usually investigatory, where the best way to generate information is in small, free-wheeling discussion sessions, such as focus groups, where the researcher has no idea of the outcome and statistical analysis would be irrelevant.

During the conclusive research stage, when hypotheses generated during exploratory research are tested, larger probability samples are desired to generate valid, reliable data in a few areas through analyses covering causation, classes, averages, percentages and dispersions.

