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The CLEP Principles of Marketing exam covers material that is usually taught in a one-semester introductory course in marketing. Principles of Marketing Exam - CLEP - The College Board CLEP

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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.

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Sample CLEP Principles of Marketing Questions*

Principles of Marketing CLEP. STUDY. Flashcards. Learn. Write. Spell. Test. PLAY. Match. Gravity. Created by. ridingthroughlife. Key Concepts: Terms in this set (71) Marketing concept. The marketing management philosophy that holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering ...

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The Principles of Marketing exam covers topics that are usually included in an Introduction to Marketing course. This material can include: the role of marketing in society, the understanding of consumer and organizational markets, strategy planning, marketing institutions, and the marketing mix.

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Buy CLEP Principles of Marketing, 5th Ed. (Rea) -The Best Test Prep for the CLEP Exam (Test Preps) 5 by Finch, James, Ogden, James R., Ogden, Denise (ISBN: 9780738600789) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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CLEP Principles of Marketing

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