

A*S*K Fundamental Marketing Concepts Assessment

Credential Source

Name	A*S*K Business Institute/MBA Research and Curriculum Center
Web Site	http://www.askinstitute.org
Contact Information	A*S*K Institute April Miller 614.486.6708 millera@mbaresearch.org

Credential Contractor

Name	NOCTI
Contact Information	NOCTI Lisa Brauher 500 N. Bronson Avenue Big Rapids, MI 49037 1.800.334.6283 x258 lisa.brauher@nocti.org

Test Administration

Test Site	School: Online
Can the instructor take this test?	Yes
Details	Passing score of 70% - Certified High Achiever Passing score of 90% - Certified High Achiever, Exemplary Performance NOCTI Blueprint: http://www.nocti.org/PDFs/ASK/8574_8457_ASK_Fundamental-Marketing-Concepts.pdf
Number of Test Items	100
Time Allowed	100 minutes
Passing Score	70%-90%
Cost	\$33: Post-Test, Knowledge-Based, Online
Additional Information	Pricing Details: https://www.nocti.org/Pricing.cfm?ptab=CertificatePartnerPrograms
Accommodations	Students with disabilities <ul style="list-style-type: none">• Multiple test sessions• Time of day• Test location• Adaptive or special furniture• Special lighting• Written directions accompanying oral directions• Interpreting/transliterating testing directions• Interpreting/transliterating the test• Examiner records responses

	<ul style="list-style-type: none"> • Read back student response • Calculator and arithmetic tools <p>English Learners</p> <ul style="list-style-type: none"> • Examiner records responses • Flexible schedule • Multiple test sessions • Test directions delivery
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Possible Preparatory Courses

Digital and Social Media Marketing (8125/36 weeks)

Fashion Marketing (8140/36 weeks)

Fashion Marketing, Advanced (8145/36 weeks)

Lodging Management (formerly Hotel Management and Operations) (8159/36 weeks)

Marketing (8120/36 weeks)

Marketing Management (8132/36 weeks)

Marketing, Advanced (8130/36 weeks)

Opportunities in Global Trade (8135/36 weeks)

Opportunities in Global Trade, Advanced (8136/36 weeks)

Sports and Entertainment Management (8177/36 weeks)

Sports and Entertainment Marketing (8175/36 weeks)

Travel and Tourism Marketing (formerly Opportunities in Hospitality and Tourism) (8139/36 weeks)

Travel, Tourism, and Destination Marketing (formerly Travel and Tourism Marketing and Sales) (8169/36 weeks)