

College Level Examination Program (CLEP): Principles of Marketing

Credential Source

Name	The College Board
Web Site	https://clep.collegeboard.org/exam
Contact Information	Valerie Keating, Associate Director K-12 804.221.3533 vkeating@collegeboard.org

Credential Contractor

Name	Same as source
Contact Information	Same as source

Test Administration

Test Site	Contractor's test location
Can the instructor take this test?	No
Details	https://clep.collegeboard.org/business/principles-of-marketing
Number of Test Items	100
Time Allowed	90 minutes
Passing Score	50 (20-80 scale)
Cost	\$89
Additional Information	
Accommodations	Students with disabilities <ul style="list-style-type: none">• Planned breaks during test• Large-print test• Read-aloud test• Enlarged copy of the answer document• Examiner records responses• Dictation using a recording device• Dictation to a scribe English Learners <ul style="list-style-type: none">• Audio test• Dictation to scribe• Examiner records responses• Read-aloud test• Visual aids

Possible Preparatory Courses

Marketing Management (8132/36 weeks)