

Assessment Information Sheet

Cluster Area: Marketing

<p>Career Pathway: Marketing Communications and Promotions</p>	<p>Students must successfully pass the following three courses in order to sit for the End-of-Pathway Assessment:</p> <ul style="list-style-type: none"> • 08.47400 Marketing Principles • 08.45100 Promotion and Digital Marketing • 08.45200 Integrated Marketing Communications
<p>Credentialing Exam:</p>	<p>Fundamental Marketing Concepts – ASK Institute</p> <ul style="list-style-type: none"> • Certification Assessment developed by the A*S*K Business Institute (Assessment of Skills & Knowledge for Business) https://www.askinstitute.org/index.php/certification/fundamental-marketing-concepts • Multiple-Choice Only
<p>Testing Agency:</p>	<p>Exam dispensed by NOCTI Link: http://www.nocti.org/</p>
<p>Exam Blueprint:</p>	<p>Link to blueprint on NOCTI website: https://www.nocti.org/wp-content/uploads/2020/10/PartASKFundMktg84578574.pdf</p> <p>To view a more detailed information for the Fundamental Marketing Concepts exam on the ASK Institute Website, go to the following link: https://www.mbaresearch.info/download/ASK/ASK%20Fund.Mktg%20Concepts%20P.I.%20List%202018%20FINAL.pdf</p>
<p>Exam Cost:</p>	<p>\$33.00</p>
<p>Duration of Exam:</p>	<p>Total Administration Time: 100 Minutes</p> <p><u>Multiple Session Administration</u> This assessment can be administered in:</p> <ul style="list-style-type: none"> • One 100- minute session • Two 50-minute sessions • Three 33-minute sessions <p>Session preference is designated at the time orders are placed.</p>
<p>Number of Questions:</p>	<p>100 questions</p>
<p>Exam Cut-Score:</p>	<p>Certified High Achiever - 70% Certified High Achiever, Exemplary Performance - 90%</p>
<p>Test Ordering Information:</p>	<p><u>Become a NOCTI Customer</u></p> <ol style="list-style-type: none"> 1. Designate a Site Coordinator (teachers cannot serve in this role). 2. Download a Testing Agreement and review the NOCTI Security Policy at www.nocti.org/GettingStarted.cfm. 3. Complete the Testing Agreement, being sure to include appropriate signatures and position titles. 4. Email/Fax the completed testing agreement to NOCTI.

Assessment Information Sheet

	<p>5. Receive a welcome email from NOCTI with account details and access to a password protected Client Services Center.</p> <p>6. Access the Client Services Center to place orders, pick up user codes for test administration, view score reports, and access resource materials.</p> <p>7. Attend a Site Coordinator Training webinar (strongly recommended) - http://www.nocti.org/Webinar.cfm</p> <p>Note: Current NOCTI customers only need to complete a testing agreement when there is a site coordinator or contact information change.</p> <p><u>Place Orders</u></p> <ol style="list-style-type: none"> 1. Site Coordinators place orders online at the Client Services Center. 2. Follow the online order form prompts to select the correct assessment. 3. A credit card or purchase order is required at the time of order. 4. Orders for online assessments are processed in two business days. 5. Site Coordinators receive email notification when orders are processed. 6. Access the Client Services Center to retrieve user codes and passwords.
<p>Proctoring Guidelines:</p>	<p>Site Coordinators:</p> <ol style="list-style-type: none"> 1. Select Proctors following NOCTI’s Security Policy. <p><u>NOCTI Security Policy Excerpt</u> Instructors teaching in the content area for which the assessment will be administered are prohibited from proctoring the online tests for their own students or students in a similar educational setting.</p> <ol style="list-style-type: none"> 2. Review the Proctor Guide for Online Administration located at the Client Services Center. 3. Provide a copy of the Proctor Guide to the designated proctor prior to test administration.
<p>Testing Format:</p>	<p>Administered using QuadNet, NOCTI’s online administration system.</p> <ul style="list-style-type: none"> • Testing URL provided at the Client Services Center and in the Proctor Guide for Online Administration
<p>Required Computer Software Specifications:</p>	<p>Complete computer setup information is available at the Client Services Center. Site Coordinators should share the setup information with technology staff well in advance of testing.</p> <p><u>Windows Systems:</u></p> <ul style="list-style-type: none"> • Windows XP SP3 or higher, Vista, Windows 7 or Windows 8 current with service packs and updates. All necessary service packs and updates can be obtained at no charge by using the

Assessment Information Sheet

	<p>Windows Update feature on your local machine.</p> <ul style="list-style-type: none"> • 128 MB RAM • Pentium II-350 MHz processor • 1024 x 768 resolution is highly recommended • Adobe Flash is strongly recommended as some assessment items may have interactive components that require Flash to display properly. It can be downloaded at: http://get.adobe.com/flashplayer/ <p>Internet Browsers Supported</p> <ul style="list-style-type: none"> <input type="checkbox"/> Internet Explorer 9.0, 10.0, or 11.0 for Windows <input type="checkbox"/> Firefox 11 or higher <input type="checkbox"/> Google Chrome 18 or higher <p><i>Note: This website works best in IE 9/10/11, Chrome or Firefox versions that support CSS3.</i></p> <p>Mac Systems:</p> <ul style="list-style-type: none"> • OS X version 10.3.9 or higher • 128 MB RAM • G3 Processor • Adobe Flash is strongly recommended as some assessment items may have interactive components that require Flash to display properly. It can be downloaded at http://get.adobe.com/flashplayer/ <p>Internet Browsers Supported</p> <ul style="list-style-type: none"> • Safari • Firefox <p>Mobile Devices</p> <p>This site supports most Android tablets and iPads manufactured since 2010. Please use our online practice test (Try the Testing System) at http://testing.nocti.org before planning large scale use of tablets.</p>
Test Availability:	Year-round availability
Testing Agency Contact:	<p>Name: Lisa Brauher Title: Outreach Coordinator Telephone Number: 800-334-6283, ext. 258 Email Address: lisa.brauher@nocti.org</p> <p><u>Specific Inquiries</u> Ordering: orders@nocti.org or 800-334-6283 General, Technical Support, Scoring: nocti@nocti.org or 800-334-6283</p>
GaDOE Contact for Credentialing:	<p>Name: Mamie Hanson Telephone Number: 470-728-6052</p>

Assessment Information Sheet

	Email: mhanson@doe.k12.ga.us
GaDOE Contact for Curriculum Area:	Name: Joni Cochran Telephone Number: 404-623-5102 Email: joni.cochran@doe.k12.ga.us