

Assessment Tip Sheet Marketing

Career Cluster: Marketing

Programs: 52.1999 Specialized Merchandising, Sales, and Marketing Operations, Other

Assessment Name: MBAResearch Accelerated Marketing (3-credit) Program-of-Study/End-of-Program High School Exam

Assessment Description:

The 3-credit accelerated marketing program-of-study (end-of-program) exam is geared for above-average senior students, identified in many states as program completers. The exam is based on the MBAResearch *3-Credit Accelerated Marketing Program of Study Model*, which includes courses recommended for a 3-credit/Carnegie unit high-school Business Administration program focused on marketing. This particular *Marketing Program of Study* addresses standards and performance indicators from three recommended high-school courses: Business and Marketing Essentials, Marketing Principles, and Marketing Applications.

Test Vendor Website

[NOCTI](http://www.nocti.org) is a test provider of the MBAResearch exams. The test blueprint is available at <http://www.nocti.org/StateCustomized-MI.cfm>.

Content Areas Covered by the Assessment: The exam covers business law, channel management, communication skills, customer relations, economics, emotional intelligence, financial analysis, marketing information management, marketing, market planning, information management, professional development, pricing, product/service management, promotion, selling, and strategic management. View an [exam blueprint](http://www.nocti.org/CertificateProgram-MBA.cfm) at <http://www.nocti.org/CertificateProgram-MBA.cfm>.

How many Questions are on the assessment and is the assessment timed?

The exam contains 100 questions and has a total administration time of 1 hour, 40 minutes.

Who must take the assessment?

Students enrolled in the state-approved CTE programs listed above whom either:

- 1) Completed the program in the current school year (have completed all 12 segments) and have at least a 2.0 GPA in each course section.

-OR-

- 2) Are program concentrators (completed more than half the program – 7 or more segments) and who will leave school at the end of the current school year.

What is the procedure to order assessments?

Orders are placed using NOCTI's online order process. Below are account and order details to assist with implementation.

- If your school is not a current NOCTI customer, visit the Getting Started section of the [NOCTI](http://nocti.org/GettingStarted.cfm) website <http://nocti.org/GettingStarted.cfm> for account setup information.
- Orders are placed by the school's designated NOCTI Site Coordinator using the online order form at the Client Services Center. The Client Services Center is a secure, password protected site for managing a NOCTI testing program.
 - The Post-test code that should be selected is 8641.
 - A purchase order or credit card is required at the time orders are placed.
 - Schools will be invoiced for all assessments ordered. The individual school is responsible for payment to NOCTI.
 - Orders for online testing are processed in two full business days. Site Coordinators receive email confirmation when order processing is completed.
- Plan carefully when determining the number of assessments to order. NOCTI online assessments are not eligible for return. Orders are processed in two business days to assist in ensuring an accurate count of anticipated test takers prior to placing orders.

How much does the assessment cost?

\$19.00 per assessment (online testing)

How is the assessment administered?

Assessments are administered using QuadNet™, NOCTI online testing system. Administration must take place in a proctored environment following NOCTI's security policy and processes. The *MBAResearch* Accelerated Marketing (3-credit) assessment can be administered in multiple sessions to assist with scheduling and participant fatigue. Session options are designated at the time orders are placed and include:

- One session of 1 hour, 40 minutes
- Two 50-minute sessions

How much time do students have to the test?

The total administration time allotted for this assessment is 1 hour, 40 minutes which can be administered in one or two sessions as outline above.

Pretesting

There is a pre-test available at the cost of \$9.00 per assessment. Please contact NOCTI for additional information.

What is the testing window?

The assessment dates are district-determined. Orders for online assessments are processed in two business days. **All testing must be completed by Friday, May 19, 2017.** Please contact Diby Kouadio at 517-241-6202 or Joseph Polasek at 517-335-3066 if an extension is needed.

Is Training Available for Site Coordinators, Proctors?

NOCTI offers free [Site Coordinator Training Webinars](http://www.nocti.org/Webinar.cfm) throughout the school year. To view dates and register for a webinar, visit <http://www.nocti.org/Webinar.cfm>. Resources such as the Proctor Guide for Online Testing and a Proctor Training PowerPoint are available to Site Coordinators at the Client Services Center. NOCTI encourages Site Coordinators to provide these materials for test proctor review prior to the scheduled test date.

How do I access technical support?

NOCTI provides live technical support for assistance with the Client Services Center, online testing, or computer set-up.

Call: 1-800-278-8506

Hours: Monday-Friday, 8:00 a.m. – 5:00 p.m. EST

Information about Exam Accommodations:

At times, it may be necessary to allow accommodation when administering assessments. Available accommodations for students with an Individualized Education Plan (IEP) include Readers and Time Extensions.

Non-English Languages Available:

The assessment is not available in other languages.

How are reports accessed?

Score reports are processed within two business days after the online user codes are released for scoring. Site Coordinators receive email notification when score reports are available. The standard score report packages include the following reports which can be exported in pdf or Excel formats and shared with teachers.

- Individual Score Report
- Group Score Report
- Analysis of Scores
- Competency Report

What is a passing score on the assessment?

The cut score for the assessment is 70%.

Who should teachers contact with questions about instruction?

Teachers should contact their local CTE director or CEPD CTE administrator with questions about instruction. The [OCTE Skill Assessments website](http://www.michigan.gov/mde/0,4615,7-140-6530_2629_53970---,00.html) also has information about instruction: http://www.michigan.gov/mde/0,4615,7-140-6530_2629_53970---,00.html or you may also direct questions to the state program consultant for their program area. The state program consultant for Marketing is Denise Teague. She can be reached at 517-335-0381.

Who should assessment coordinators contact with questions about NOCT?

Ordering: orders@nocti.org or 1-800-334-6283

General, administration, and scoring questions: nocti@nocti.org or 1-800-334-6283

Questions specific to Michigan testing programs: Mandy McCall, Project Coordinator, 1-800-334-6283 or mandy.mcall@nocti.org.

Who should assessment coordinators contact with State of Michigan Technical Skills Assessment policy questions?

Diby Kouadio 517-241-6202 KouadioD@michigan.gov