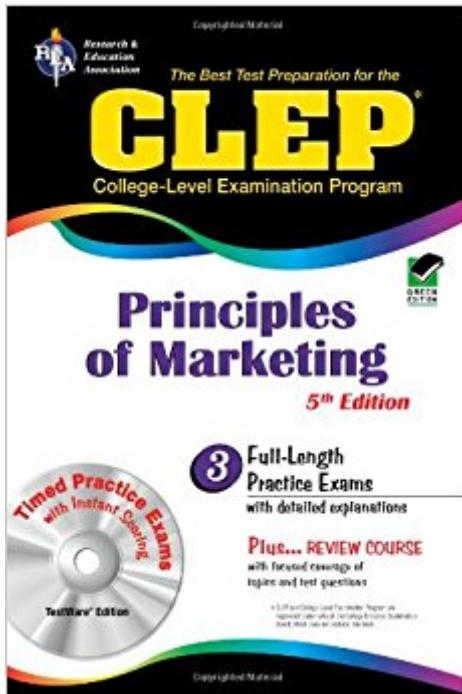


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# CLEP Principles Of Marketing W/ CD-ROM (CLEP Test Preparation)



## Synopsis

Earn College Credit with REA's Test Prep for CLEP\* Principles of MarketingEverything you need to pass the exam and get the college credit you deserve.CLEP\* is the most popular credit-by-examination program in the country, accepted by more than 2,900 colleges and universities. For over 15 years, REA has helped students pass CLEP\* exams and earn college credit while reducing their tuition costs. Our CLEP\* test preps are perfect for adults returning to college (or attending for the first time), military service members, high-school graduates looking to earn college credit, or home-schooled students with knowledge that can translate into college credit.The CLEP\* Principles of Marketing test prep assesses the skills tested on the official CLEP\* exam. Our comprehensive review chapters cover: marketing concepts, theories, consumer behavior, product concepts, and more.The book includes two full-length practice tests. Each exam comes with detailed feedback on every question. We don't just say which answers are right-we explain why the other answer choices are wrong-so you can identify your strengths and weaknesses while building your skills. Both of the book's practice tests are also offered on our interactive TestWare CD and give you the added benefits of timed testing, automatic scoring, and diagnostic feedback. We help you zero in on the topics and types of questions that give you trouble now, so you'll succeed when it counts. REA is the acknowledged leader in CLEP\* preparation, with the most extensive library of CLEP\* titles available. Our test preps for CLEP\* exams help you earn college credit, save on tuition, and get a college degree.

## Book Information

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## Customer Reviews

This book with the CD ROM is an excellent resource for the Marketing CLEP. I know there's a lot of reviews on here who says all you need to do is skim the book in order to pass the test. Not true at all. If you have never taken a marketing class before and you have very little concept about marketing, i would suggest that you study this book as much as you can to get familiar with all the theory and concepts that you will find on the test. My advice, read all nine chapters and highlight important parts (the chapters are extremely short). There are 3 sample test, 100 questions each. If you haven't taken any marketing before, like me, study those questions and explanations like a mad man and make sure you understand every single one of them and why each answer is right or wrong. I studied for two weeks non-stop and got a 65% (you need a 50 to pass) so believe me, its not as SIMPLE as some reviewers make it out to be. If you study that book THOROUGHLY, it will give you enough of an understanding of the theories in order to pass. Just as a precaution, there's 100 questions on the actual test, u don't need to get 50 questions right to pass. Actually, if you get 50 questions right out of all 100; with the way it's set up, you're score would be a 43% (FAILED). Lowest score you can get is a 20 and the highest you can get is an 80. Study enough and try to get as many questions correct. Be THOROUGH.p.s. watch out for the question about internet security and the use of cookies. Not the cookies you eat :)

I only used this book to prepare for the Marketing CLEP exam and I passed. (I also didn't have any background in marketing.) I got 70 out of 80. Not bad after studying only this book for a week and a half. If you know this book inside out and take all the practice tests you will do just fine! I highly recommend this book.

I studied this book for about 4 weeks, 3 hours each week and passed the test with a 76 (out of 80). It has enough information to pass the test.

I'll start by talking about myself (not because I'm really into myself but just to give you an idea of where I'm coming from). I'm a college graduate from a very prestigious Southern California University. I consider myself more intelligent than average but by no means a genius. I read and tested myself for about 2-3 hours a night for a week straight before the exam today. Lastly, I don't have a Business Degree and Business doesn't really interest me (unfortunately the company I work for feels differently and that is why I had to CLEP Marketing or go back to school to take it....I chose door #1)Now I'll talk about the product (sorry for the delay). For the last week straight, I read this

book from cover to cover several times over (especially the exams & explanations of the answers which are very helpful to understand marketing). I also took the paper/digital exams several times until I got 100% on all 3 written exams and the two computer based exams (which are basically exams 1 and 2 from the book but in digital form). I even tested myself to make sure that I wasn't just remembering the answers by name and could explain what the answers meant (you must challenge yourself to this as it is easy to simply remember the answers without explaining to yourself why the other 4 answers don't work...that is key). Needless to say, I was shocked at how difficult the exam was even after all of my preparation with this book. I never read anything about NAFTA in the book and that was the topic of the first question on the exam. That definitely didn't start me off in the right mindset. I agree 100% with the other reviewer that said a supplemental book or alternative study guide should be used....Oh and learn about NAFTA. :) Ultimately, I got a passing score of 55 (passing is 50 or better) but as I watched the time wind down (like I was on an episode of 24 or sitting on a bomb) for about the last 20 questions with only 7 mins to go, I was literally guessing. I was actually very happy to see about 10 almost exact questions (out of 100) on the actual exam that were in the 300 from the tests in the book (but with 4 different wrong answers per question). Included in the 10 were some with slightly different math questions for the "% mark up" and "amount of profit" questions. After those 10 though, I felt like I was on my own. Sadly most of the book didn't help me to be as prepared as necessary. So with that I leave you with a couple of short questions and answers. Did it help me pass the exam? Yes to some extent. Was I completely prepared to take and pass this exam with only this book? No

It's a horribly dry book, but that's not a bad thing if you're looking to get just the information you need. I purchased this last spring, and started studying about a month ago. I studied and took the practice test a couple times last month, then didn't touch it for another month. Restarted this past week and spent about another 20 hours studying. Total study time about 40 hours. I read through this book about twice, but found more benefit in taking the exams in the back, and reading the explanations. I only made it part way through exam 3 before I got tired of studying and decided to take the test. The best I ever scored on the practice tests was about 65. I honestly was expecting to score in the 50's on the exam, because usually I was scoring between 55-60 on the practice tests. Just got back from the exam and scored a 74. I wouldn't say the test was a lot easier, but I had a pretty good feel for eliminating incorrect answers and understanding the question type from going through the questions at the back of the book. Not sure how I managed a 74, but I'll take it. This book isn't fancy, but if you're a self-motivated person, this is just the ticket to keep things simple and

effective.

I read through this once and went through 15 of the practice questions... after I got them all right I stopped trying and took the test. I did well and passed easily, this book had more than enough info to get me a decent score on the test.Two things to note:1. 2/3 of this book is made up of practice tests... the study materials themselves are well under 100 pages.2. I'm actually kind of good in marketing and work part-time in PPC Advertising... so if you are completely new to marketing please prep a little more than I did so you can ensure a passing grade on the CLEP.

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