

**Florida Teacher Certification Examination
Test Information Guide
for
Marketing 6–12**



FLORIDA DEPARTMENT OF EDUCATION
www.fdoe.org

Second Edition

Developed, produced, and printed under the authority of the
Florida Department of Education

Revised by the
Center for Information, Training, and Evaluation Services (CITES)
Florida State University







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About the Florida Teacher Certification Examination and the Test Information Guide

About the Examination

Since 1980, Florida teacher certification candidates have been required to pass the Florida Teacher Certification Examination (FTCE), which has consisted of tests in reading, writing, mathematics, and professional knowledge. The 1986 Florida Legislature modified the testing program by also requiring teacher candidates to pass a test in the subject area in which they seek certification. In addition, the Legislature substituted the Florida College Level Academic Skills Test (CLAST) for the reading, writing, and mathematics portions of the FTCE. The 2000 Florida Legislature replaced the CLAST with the General Knowledge Test, effective July 1, 2002.

Committees of content experts throughout Florida convened to determine the subject area knowledge to be tested on the Marketing examination. Committee members included public school teachers, district supervisors, and college faculty. Members were carefully selected based on recommendations by deans of colleges of education, professional associations, and experts in the field. In creating the test, the committees used an extensive literature review, interviews with selected public school teachers, a large-scale survey of teachers, pilot tests, and their own professional judgment.

For more information on the FTCE, visit the Florida Department of Education Web site at <http://www.fldoe.org/asp/ftce/>.

About This Guide

The purpose of this guide is to help you prepare effectively for the Marketing 6–12 subject area examination of the FTCE. It reviews the knowledge and abilities (competencies and skills) tested and describes the format of the examination. This guide is designed to inform you about the test itself, not to teach you the content of the subject area. It is important for you to review coursework and materials provided by subject matter experts at colleges, universities, and districts.

The guide consists of six sections:

- Section 1 explains how to use the guide for test preparation.
- Section 2 identifies the knowledge and abilities on which the examination is based.
- Section 3 describes the test format, including the types of questions.

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- Section 4 presents 30 sample questions and a corresponding answer key.
 - Section 5 provides preparation tips for the day of the test.
 - Section 6 offers additional FTCE information.



How to Use This Guide

This guide contains information that will help you prepare for the Marketing examination. In particular, you should focus on these three key areas:

1. **Test content (Section 2).** Acquaint yourself with the content that will be tested by exploring this section, which details the knowledge and abilities used to develop the Marketing examination. Review this material, determine your areas of weakness, and study accordingly.
2. **Test format (Section 3).** Familiarize yourself with the format of the test questions by studying this section, which describes the six types of questions you will encounter on the test.
3. **Sample questions (Section 4).** Test your knowledge of Marketing content by answering the 30 sample questions in this section.

TEST-TAKING TIPS

Sprinkled throughout this guide, you will find important test-taking tips. Read these helpful hints and incorporate them into your test preparation for the FTCE.



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Competencies and Skills

The Marketing examination, which consists of approximately 120 multiple-choice items, is designed to test the proficiency of beginning teachers. To determine what these teachers should know and be able to do, a team of content experts developed a list of entry-level knowledge and abilities. This list, referred to as the competencies and skills, was used to create the questions for the Marketing examination.

Competencies are broad areas of content knowledge you should possess to become a newly certified teacher. *Skills* identify behaviors that show proficiency in a certain competency. The competencies and skills highlight essential, research-based knowledge that is commonly recognized in the Marketing field.

Because test questions are written to the individual skill level of each competency, it is vital that you are familiar with the competencies and skills. Study the competencies and skills on pages 7–13 to assess your knowledge of each of the tested areas.

A Closer Look

The following excerpt illustrates the components of the competencies and skills.

Approximate percentage of total test questions (test blueprint)

Competency/Skill	Approx. %
1 Knowledge of marketing careers and employability	6%
1 Identify the resources for marketing career research, including educational and personal requirements, job descriptions, and career ladders. 2 Identify methods for finding job leads and securing information about marketing positions, including technology (e.g., Internet applications). 3 Identify correctly prepared job applications, cover letters, and resumes in print and electronic formats. 4 Identify successful job interview and follow-up techniques. 5 Identify acceptable work habits.	

Competency

Skills

Competencies: The bold phrase—Knowledge of marketing careers and employability—indicates the competency. The Marketing examination has 15 competencies.

Skills: The numbered sentences identify behaviors that demonstrate the competencies.

Approximate percentage of total test questions: This figure indicates the approximate percentage of total test questions per

competency. For example, if an examination has 100 questions and 6 percent of the questions test a particular competency, you can expect 6 questions on that competency.

TEST-TAKING TIP

It is important to study the competencies and skills (pages 7–13) and be aware of what you need to know and what you will be tested on.

Competencies, Skills, and Approximate Percentages of Questions

Competency/Skill		Approx. %
1	Knowledge of marketing careers and employability	6%
1	Identify the resources for marketing career research, including educational and personal requirements, job descriptions, and career ladders.	
2	Identify methods for finding job leads and securing information about marketing positions, including technology (e.g., Internet applications).	
3	Identify correctly prepared job applications, cover letters, and resumes in print and electronic formats.	
4	Identify successful job interview and follow-up techniques.	
5	Identify acceptable work habits.	
2	Knowledge of human relations	7%
1	Demonstrate knowledge of the concepts of self-understanding, self-esteem, and human relations.	
2	Demonstrate knowledge of personal goal setting and time management principles.	
3	Identify interpersonal skills necessary to foster positive working relationships.	
4	Identify positive customer/client relations and methods of handling difficult customers, customer inquiries, and complaints.	
5	Identify ethical and unethical business practices in the work environment.	
6	Identify issues relating to sexual harassment in the workplace.	
7	Identify appropriate behaviors related to diversity in the workplace (e.g., people of different cultures, people with special needs).	

Competency/Skill		Approx. %
3	Knowledge of communications	6%
1	Identify principles of verbal and nonverbal communications (e.g., speaking, writing, listening, reading, body language).	
2	Apply knowledge of printed and electronic business letters, business reports, and interdepartmental and company communications.	
3	Identify appropriate procedures for using communication technologies in a professional manner (e.g., proper etiquette, legal considerations, ethical considerations).	
4	Demonstrate knowledge of the nature and importance of employee communications (e.g., employee publications, staff meetings, e-mail, Web sites, intranet).	
5	Identify modern communications technology and its impact on the field of marketing.	
4	Knowledge of marketing mathematics	8%
1	Analyze information in charts and graphs.	
2	Solve sales transaction problems involving cash, charge, layaway, COD, returns, and discounts.	
3	Perform marketing calculations, such as stock turnover, net sales, stock-sales ratio, mark-ups, markdowns, planned purchases, inventory overages and shortages, and open-to-buy.	
4	Calculate purchase order and invoice totals and terms.	
5	Analyze profit and loss statements.	
6	Identify simple and compound interest.	
7	Calculate break-even points.	

Competency/Skill	Approx. %
5 Knowledge of economic principles <ol style="list-style-type: none"> 1 Identify economics terminology and economic activities. 2 Identify economic goods, services, and resources. 3 Identify the five types of economic utility (e.g., form, place, possession, time, information). 4 Analyze the concept of supply and demand. 5 Identify the characteristics of the different types of economic systems and how each system answers the three basic economic questions. 6 Identify the roles of profit, risk, competition, and productivity in a free enterprise system. 7 Analyze the relationship between government and business. 8 Analyze the relationship between organized labor and business. 9 Identify the components of the Gross Domestic Product and Gross National Product. 10 Analyze the phases and characteristics of business cycles. 11 Demonstrate knowledge of the issues involved in international trade (e.g., terminology, case situations, legal ramifications). 12 Identify the components of Consumer Price Index and how those components are measured. 	13%
6 Knowledge of marketing principles <ol style="list-style-type: none"> 1 Identify marketing functions and related activities. 2 Identify and analyze marketing strategies. 3 Apply knowledge of the concept of market and market identification to business situations. 4 Identify the characteristics and functions of channels of distribution (e.g., industrial, consumer, direct, indirect, integrated). 5 Identify pricing concepts and the factors affecting selling price. 6 Identify the principles of product/service planning and the stages of the product life cycle. 7 Identify factors of a business image. 8 Demonstrate knowledge of components of a marketing mix for online and physical store locations or both (i.e., click businesses, brick-and-mortar businesses, brick-and-click businesses). 	13%

Competency/Skill		Approx. %
7	Knowledge of selling	8%
1	Demonstrate knowledge of the steps of the selling process: opening, questioning, substitution, demonstration, handling objections, closing, suggestion selling, and follow-up.	
2	Identify key factors in building a clientele and maintaining a customer and prospect list.	
3	Identify customers' buying motives.	
4	Identify the process of feature and benefit selling.	
5	Identify the purpose of sales quotas, sales journals, sales training, and sales-incentive programs.	
6	Demonstrate knowledge of sales via Internet marketing.	
7	Identify the types and roles of nonpersonal and personal sales.	
8	Knowledge of business operations	6%
1	Identify the fundamentals of store security, safety, and maintenance.	
2	Identify the steps of the shipping and receiving processes.	
3	Identify the fundamentals of inventory control and recognize inventory variances.	
4	Identify the fundamentals of credit and the factors involved in granting consumer credit.	
5	Identify the types of business risks and the methods of risk management.	
6	Demonstrate knowledge of and the role of outsourcing.	
7	Analyze the different types of investments where business cash reserves can be placed.	

Competency/Skill		Approx. %
9	Knowledge of sales promotion	7%
1	Demonstrate knowledge of the elements of the promotional mix and its components (e.g., public relations/publicity, display, personal selling, sales promotion, advertising).	
2	Demonstrate knowledge of the factors involved in planning promotional programs.	
3	Identify the role of the advertising agency.	
4	Identify the types of advertising media and calculate their costs.	
5	Identify the factors used in the selection and evaluation of advertising media.	
6	Identify the parts of a printed advertisement.	
7	Identify similarities and differences between promotional and institutional advertising.	
10	Knowledge of product and service technology	3%
1	Identify sources of product and/or service information.	
2	Identify grades, standards, warranties, and guarantees.	
3	Identify the roles of trade journals/periodicals, professional/trade organizations, trade shows, dealer/franchise meetings, and online resources.	
11	Knowledge of leadership and management	6%
1	Identify leadership or management styles (e.g., authoritarian, laissez-faire, democratic).	
2	Demonstrate knowledge of human resources development functions, such as motivation, training, and evaluation.	
3	Identify factors involved in employee wages, fringe benefits, and incentive programs.	
4	Identify operating budget procedures.	
5	Identify management's role in customer relations.	
6	Identify computer applications in marketing: inventory, merchandising, data entry, and spreadsheets for decision making.	
7	Identify the functions of management (e.g., planning, organizing, directing, controlling).	

Competency/Skill	Approx. %
12 Knowledge of work-based experiences	4%
<ol style="list-style-type: none"> 1 Identify how to develop business partners and promote work-based programs (e.g., mentoring, career shadowing, internships, cooperative work experience). 2 Identify student placement procedures: training stations, training plans, and evaluating students. 3 Demonstrate knowledge of the child labor laws. 4 Identify strategies to recruit and place student learners. 5 Demonstrate knowledge of industry certifications (e.g., IC3, MOUS, 440 Customer Service Representative). 	
13 Knowledge of program operation	3%
<ol style="list-style-type: none"> 1 Identify the purposes and functions of a marketing education advisory committee. 2 Identify professional publications and organizations (e.g., <i>Techniques</i>, <i>Dimensions</i>, <i>Florida Trend</i>, <i>Wall Street Journal</i>; Florida Association of Marketing Educators [FAME], Florida Association of Career and Technical Educators [FACTE], Marketing Education Association [MEA], Association of Career and Technical Educators [ACTE], National Career Academy Coalition [NCAC]). 3 Identify current trends and terminology in marketing education. 4 Demonstrate knowledge of the purpose, operations, and goals of career student organizations (e.g., DECA: An Association of Marketing Students). 	
14 Knowledge of entrepreneurship	6%
<ol style="list-style-type: none"> 1 Recognize the elements of entrepreneurship. 2 Identify personal characteristics necessary to be a successful entrepreneur. 3 Identify the components of a plan for opening a business (e.g., form of ownership, financing, merchandising, promotion). 4 Demonstrate knowledge of the different types of business ownership. 5 Differentiate between the terms used in entrepreneurial endeavors (e.g., franchise, franchisee, franchisor, sole-proprietorship, limited liability, partnership, nonprofit, corporation). 	

Competency/Skill	Approx. %
15 Knowledge of financial literacy	4%
1 Identify steps to balance a checkbook.	
2 Identify different savings options (e.g., savings account, money market, certificate of deposit).	
3 Identify differences between banks and credit unions.	
4 Identify personal investment options (e.g., stocks, bonds, mutual funds, real estate, collectibles).	
Total	100%





Test Format

The Marketing 6–12 subject area test consists of approximately 120 multiple-choice questions. You will have two and one-half hours to complete the test.

Each question will contain four response options, and you will indicate your answer by selecting **A, B, C, or D**.

Types of Questions

Test questions typically fall into six categories: sentence completion, direct question, scenario, command, word problem, and charts and graphs. It is important that you read each question carefully before selecting your answer. Pay attention to all of the details. Many times examinees miss a question because of misreading. Take note of words such as *first*, *best*, and *most*. Also, be aware of the opposite effect of words such as *least* and *except*.

1. **Sentence completion.** Select the response option that best completes the sentence.

Example:

The most appropriate factor in determining where to place a student in the local marketing community is the

- A. hours.
- B. student's career objective.
- C. student's transportation arrangements.
- D. wages.

2. **Direct question.** Choose the response option that best answers the question.

Example:

Which form of business ownership would an entrepreneur choose in order to raise capital, limit personal liability, and establish perpetual existence?

- A. corporation
- B. franchise
- C. partnership
- D. proprietorship

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- 3. Scenario.** Examine a situation, problem, or case study. Then answer a question, make a diagnosis, or recommend a course of action by selecting the best response option.

Example:

The Gonzalez Company initiated a one-month sales incentive program that rewarded salespeople for opening the most new charge accounts, selling the greatest dollar volume of merchandise, or selling the most winter coats. Which best describes the company's reason for initiating the monthlong sales incentive program?

- A. to increase advertising
- B. to increase awareness in the local market
- C. to increase sales volume
- D. to increase the volume of winter coats in stores

- 4. Command.** Select the best response option.

Example:

Select the most appropriate question for an interviewee to ask on an initial job interview.

- A. How many weeks of vacation will the person hired for this position get?
- B. What are the responsibilities of this position?
- C. What fringe benefits are being offered by the company?
- D. What is the salary for this position?

TEST-TAKING TIP

Because you are not penalized for a wrong answer, answer every question, even if you are uncertain about your choices. If you are unsure about an answer, make an educated guess.

5. Word problem. Apply mathematical principles to solve a real-world problem.

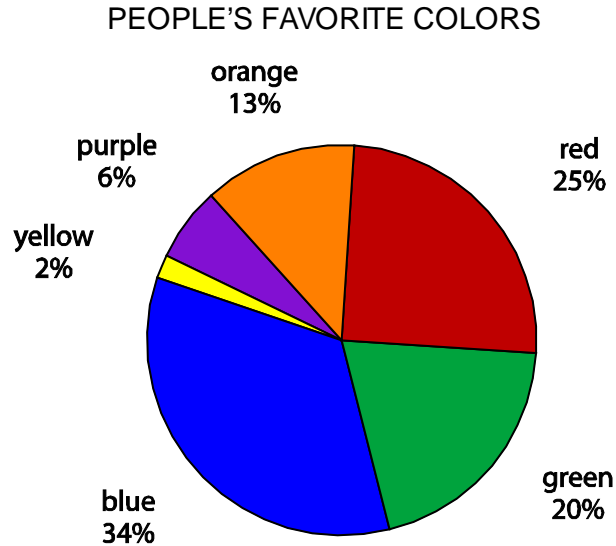
Example:

Bridgette's Bridal Boutique is placing an advertisement in the local Sunday paper. The newspaper has quoted a rate of \$5.10 per column inch. The advertisement will be 5 inches long and 3 columns wide. How much will the advertisement cost?

- A. \$15.30
- B. \$25.50
- C. \$40.80
- D. \$76.50

6. Charts and graphs. Identify or interpret a diagram by choosing the response option that best answers the question.

Example:



Based on the information given above, complete the following statement.

The percentage of people whose favorite color is yellow is what percentage of the people whose favorite color is green?

- A. 10%
- B. 15%
- C. 20%
- D. 25%



Sample Questions

The following sample questions represent both the content and format of questions you will encounter on the Marketing examination. However, these sample questions cannot cover all of the competencies and skills that are tested, and they can only approximate the degree of difficulty of actual examination questions.

An answer key follows the sample questions. The answer key includes information regarding the competency to which each question is linked.

DIRECTIONS: Read each question and select the best response.

1. The most appropriate factor in determining where to place a student in the local marketing community is the
 - A. hours.
 - B. student's career objective.
 - C. student's transportation arrangements.
 - D. wages.

2. Of the DECA competitive events, which provides the best opportunity for a student to demonstrate personal vocational understanding?
 - A. Chapter Activities Project
 - B. Chapter Written Project
 - C. Competency-based Series Events
 - D. Research-based Events

3. The process of choosing between two possible uses of resources results in making
 - A. economic exchanges.
 - B. production possibilities.
 - C. trade-offs.
 - D. value judgments.

4. Which form of business ownership would an entrepreneur choose in order to raise capital, limit personal liability, and establish perpetual existence?
 - A. corporation
 - B. franchise
 - C. partnership
 - D. proprietorship

TEST-TAKING TIP

Pace yourself. Go through the entire test once and answer the easiest questions first. Because all questions are scored equally, do not dwell on difficult questions; skip them and return to them later.

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5. An organization's primary concern when deciding whether to use the Intranet or its Web site should be the
 - A. skills of the technology staff.
 - B. start-up costs.
 - C. target audience.
 - D. time needed to upload information.

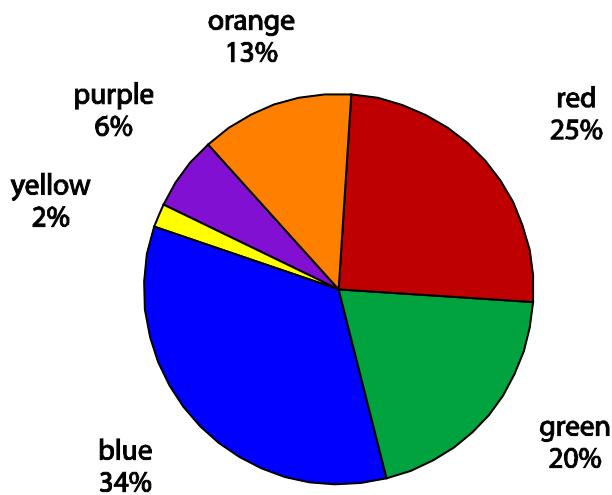
 6. A course on buying offered to employees who aspire to be buyers is categorized as which type of program?
 - A. benefits
 - B. human relations
 - C. sales
 - D. training

 7. The manager of Stone's Department Store has posted a bulletin saying that every department will provide complimentary gift wrapping to customers. This is an example of management's
 - A. being firm with the store's customers.
 - B. determining store policy.
 - C. implementing cost-cutting measures.
 - D. setting a positive example.

 8. Select the most appropriate question for an interviewee to ask on an initial job interview.
 - A. How many weeks of vacation will the person hired for this position get?
 - B. What are the responsibilities of this position?
 - C. What fringe benefits are being offered by the company?
 - D. What is the salary for this position?

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9. The Gonzalez Company initiated a one-month sales incentive program that rewarded salespeople for opening the most new charge accounts, selling the greatest dollar volume of merchandise, or selling the most winter coats. Which best describes the company's reason for initiating the monthlong sales incentive program?
- A. to increase advertising
 - B. to increase awareness in the local market
 - C. to increase sales volume
 - D. to increase the volume of winter coats in stores

10. PEOPLE'S FAVORITE COLORS



Based on the information given above, complete the following statement.

The percentage of people whose favorite color is yellow is what percentage of the people whose favorite color is green?

- A. 10%
- B. 15%
- C. 20%
- D. 25%

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11. Career student organizations provide students opportunities for
- A. distance learning.
 - B. leadership skills development.
 - C. on-the-job training.
 - D. postsecondary education.
12. Which of the following would be the most acceptable method for a salesperson to handle a customer's complaint?
- A. Apologize to the customer for being unable to be of assistance.
 - B. Determine how the complaint can be handled within store policy.
 - C. Make a decision to handle the complaint using common sense.
 - D. Refer the customer to another salesperson with less experience.
13. The primary objective of promotional advertising is to
- A. create customer interest in a company's business plan.
 - B. introduce a product to a new market or age group.
 - C. keep a company's name before the public.
 - D. make consumers aware of the policies of an established company.
14. If Gifts by Chris purchases a jade figure at a cost of \$25.00 and marks up the price by \$30.00, what is the retail price?
- A. \$ 5.00
 - B. \$25.00
 - C. \$30.00
 - D. \$55.00

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15. To ensure that a business is covered against a customer's falling in the store, management would secure what type of insurance?
- A. business interruption
 - B. personal liability
 - C. property damage
 - D. worker's compensation
16. A statement that contains exceptions to and exclusions from a warranty is
- A. a disclaimer.
 - B. a merchantability.
 - C. an exchange clause.
 - D. an implied guarantee.
17. Bridgette's Bridal Boutique is placing an advertisement in the local Sunday paper. The newspaper has quoted a rate of \$5.10 per column inch. The advertisement will be 5 inches long and 3 columns wide. How much will the advertisement cost?
- A. \$15.30
 - B. \$25.50
 - C. \$40.80
 - D. \$76.50
18. Mr. Dorsey has just been hired by the Warrick Company. One of his duties is to answer the telephone during the regular telephone operator's lunch break. What is the most appropriate way to answer the telephone?
- A. "Good afternoon. Warrick Company."
 - B. "Hello. Dorsey speaking."
 - C. "Terrell Dorsey. May I help you?"
 - D. "Warrick Company operator."

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19. Which of the following is a characteristic of prosperity?
- A. Consumer spending increases.
 - B. Economic growth slows.
 - C. Fewer goods and services are produced.
 - D. Unemployment begins to rise.
20. One method used to limit or control international trade is
- A. factors of production.
 - B. international marketing services.
 - C. tariffs or quotas.
 - D. trade missions.
21. Wishy Washy is a very popular, widely used bar of soap. It can be found in virtually every local grocery store, drugstore, and discount store. Which of the following best describes the distribution strategy for Wishy Washy?
- A. exclusive distribution
 - B. intensive distribution
 - C. random distribution
 - D. selective distribution
22. The primary role of outsourcing is to
- A. add diversity to the workforce.
 - B. encourage small business growth.
 - C. enhance operational efficiencies.
 - D. keep organizational capabilities confidential.
23. Which of these is an accurate statement about business ownership?
- A. Corporations have a limited life and limited liability.
 - B. Each form of business ownership has unlimited liability.
 - C. Partnerships are easy to establish but highly taxed.
 - D. Sole proprietorship is the most common form.

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24. Which medium is most effective for reaching the adolescent market?
- A. direct mail
 - B. newspaper
 - C. radio
 - D. trade journal
25. Businesses no longer use typewriters. This is an example of which stage of the product's life cycle?
- A. acceptance
 - B. obsolescence
 - C. peak
 - D. rise
26. The boomerang is a sales method used for
- A. approaching customers.
 - B. closing sales.
 - C. handling objections.
 - D. substituting merchandise.
27. Peggy has seen a coworker taking merchandise out of the store without paying for it. What action should Peggy take?
- A. Approach the coworker with a warning.
 - B. Assume the coworker had permission to take the merchandise.
 - C. Attempt to observe the coworker again before turning him in.
 - D. Report the incident to her supervisor immediately.
28. Which of the following is an example of form utility?
- A. A business changes from a sole proprietorship to a corporation.
 - B. Firewood is sold in the winter.
 - C. Sand is made into concrete.
 - D. Valentine's Day merchandise is moved to a prominent location in the store.

29. Each of the following is an element of market segmentation EXCEPT

- A. articulation.
- B. demographics.
- C. geographics.
- D. lifestyle.

30. Credit unions differ from banks in that credit unions

- A. are more secure.
- B. are only for members.
- C. cannot offer loans.
- D. offer higher interest rates.

TEST-TAKING TIP

After completing the examination on test day, go back and check your answers. Verify that you have answered all of the questions and that your responses are correctly recorded.

Answer Key

This answer key is intended to be a helpful study tool. It provides the answers to the sample questions and also lists the competencies tested so you can assess your areas of weakness for additional study.

For example, question 1 measures Competency 12 (knowledge of work-based experiences). If you answered this question incorrectly, you should review your knowledge of work-based experiences.

Question Number	Correct Response	Competency
1.	B	12
2.	C	13
3.	C	5
4.	A	14
5.	C	3
6.	D	11
7.	B	11
8.	B	1
9.	C	7
10.	A	4
11.	B	1
12.	B	2
13.	B	9
14.	D	4
15.	B	8
16.	A	10
17.	D	9
18.	A	3
19.	A	5
20.	C	5
21.	B	6
22.	C	8
23.	D	14
24.	C	9
25.	B	6
26.	C	7
27.	D	2
28.	C	5
29.	A	6
30.	B	15

IMPORTANT

If you miss a number of questions from a particular competency after taking these sample questions, review that competency thoroughly, especially if a higher percentage of items is being tested within that competency.



Tips for Test Day

- Be prepared, alert, and well rested on the day of the test.
- Dress comfortably and bring a sweater or jacket in case the room is too cool.
- Arrive early so you can locate the parking facilities and examination room without rushing.
- Bring the following to the test site:
 - Admission ticket
 - Proper identification as described in "Identification Policy"
 - Watch





Additional Information

Please visit the following Web site to review FTCE registration details and to find additional FTCE information, including test locations and passing scores.

<http://www.fldoe.org/asp/ftce>

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