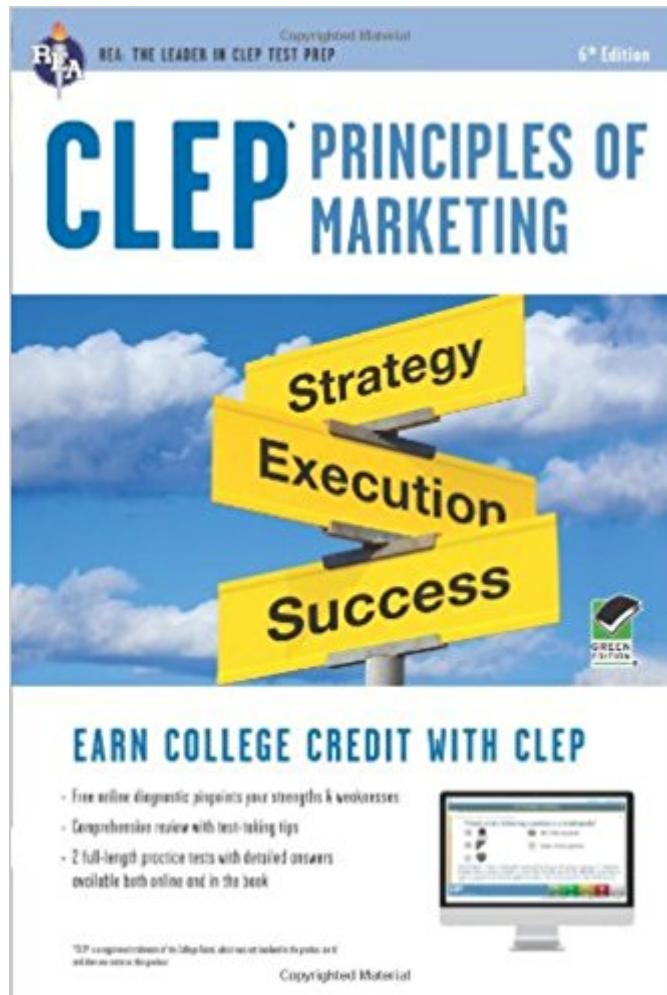


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# CLEP® Principles Of Marketing Book + Online (CLEP Test Preparation)



## Synopsis

Earn College Credit with REA's Test Prep for CLEP® Principles of Marketing Everything 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 the CLEP® exam 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. There are many different ways to prepare for the CLEP® exam. What's best for you depends on how much time you have to study and how comfortable you are with the subject matter. Our test prep for CLEP® Principles of Marketing and the free online tools that come with it, will allow you to create a personalized CLEP® study plan that can be customized to fit you: your schedule, your learning style, and your current level of knowledge. Here's how it works: Diagnostic exam at the REA Study Center focuses your study Our online diagnostic exam pinpoints your strengths and shows you exactly where you need to focus your study. Armed with this information, you can personalize your prep and review where you need it the most. Most complete subject review for CLEP® Principles of Marketing Our targeted review covers all the material you'll be expected to know for the exam and includes a glossary of must-know terms. Two full-length practice exams The online REA Study Center gives you two full-length practice tests and the most powerful scoring analysis and diagnostic tools available today. Instant score reports help you zero in on the CLEP® Principles of Marketing topics that give you trouble now and show you how to arrive at the correct answer—so you'll be prepared on test day. 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 valuable college credit, save on tuition, and get a head start on your college degree.

## Book Information

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## Customer Reviews

Our son has successfully completed fourteen CLEP examinations for a total of 48 transferrable college credits. He has used the REA books in almost all cases supplemented by the DIVE curriculum for the advanced math and Biology tests. In all cases, he has found these resources to reasonably represent the information needed to successfully pass the CLEP exams, although additional study guides, and videos should be used whenever possible to ensure test success.

CLEP ExamCollege AlgebraCollege PrecalculusCollege BiologyCollege CalculusIntroductory PsychologyIntroductory SociologyPrinciples of MacroeconomicsPrinciples of MicroeconomicsInfo Sys & Computer ScienceHuman Growth & DevelopmentCollege CompositionPrinciples of ManagementPrinciples of MarketingAnalyze & Interpreting Literature

Ordered this book about 5 weeks before taking the test. This was the only resource I purchased. Aside from what I have learned at my job, I have had no former experience with marketing. Took the diagnostic test as soon as I got the book. Scored a 24. Read through the book twice. Took the second diagnostic exam about two weeks later; scored a 54. Read the book about two more times and took the final practice test a few days before the exam; scored a 61. Scored a 78 on the actual CLEP test. I found it very helpful to review the questions in the practice tests and the answers. During the exam, I saw a lot of things that weren't covered in the book. But, I didn't really think the book could cover every marketing topic that could be on the exam. I eliminated answers I knew weren't correct, which usually left me with two choices. From there, I made a best guess. Common sense also played an integral part of my testing strategy. Additionally, they throw choices seemingly made up at you. If you don't recognize an answer, it probably isn't the correct one. Go with your gut.

The actual written portion of this book is rather short (~60 pages?), but is, for the most part, very well written. The rest of the book consists of sample CLEP exams (which are also available online, but I haven't tried them). The book is unlikely to cover all of the topics of a first course in market that

is taught at a top tier university, but I think it probably does cover most of the fundamental marketing principles. I would have liked to seen something more comprehensive in subject matter. For those who's primary interest is in passing the CLEP exam, this book should be a pretty straight forward option.

Do yourself a favor and save \$20. I bought one years ago, but never took the test. Finally, I decided to take CLEP and wanted updated tests. Things change in marketing because of online shopping etc... So I bought this new edition. It wasn't updated. It's the same as almost 10 year old clep book! When I noticed I shipped it back in pristine condition just to notice I was dished \$10 as restocking fee. I didn't know charged this. As far as content: regular marketing book is a lot better. There are some contradicting info here that you might loose some points on your test over. The summary/review isn't really enough to do well, but enough to pass (probably). I did have to supplement a lot with college textbook. Good thing is the 3 tests. But I am actually reviewing an identical book that will cost you \$3.

I rarely write customer reviews, but other customer reviews on these type of products have been essential to me when it came to picking study materials. I took this exam this morning and passed with a score of 72 (out of 80), with my university only requiring a score of 59 (general score to pass is 50). I studied intensely for about a week in preparation, with this book as my only resource. If you read this book thoroughly, and do the practice exams, making sure to review the answers and explanations to the question you got wrong, you should have no problem passing this exam. This is by far your best resource for preparing for CLEP Marketing.

I studied this book for just one week and got a 69 on the CLEP test. The Marketing CLEP test is one of the easiest CLEP tests out there. So you probably don't even need to study that much (if at all). I found that the 2 practice exams in this book were much harder than the actual clep test. Some of the questions in the practice exams aren't covered in the study guide at all. But don't worry about it. On the CLEP test that I took there were questions on the marketing mix, derived demand, penetration pricing, distribution channels and foreign marketing. Overall I think that this is a good resource for a pretty easy test. My recommendation would be to do the practice test on the CLEP website. Then read this book twice. Do the 2 practice exams. Read the explanations on the questions you missed. And then just go for it. Also don't worry about the math questions on the practice exams about markups and markdowns. I didn't see any of these questions on the actual

CLEP test.

I found this CLEP book to be ok. It is not an easy reader unless you already have some background in the subject. I have found that studying for the CLEP can be done pretty much free. The online exams are nice and do provide you with somewhat of a starting point and individual feedback based on your answer selections and overall performance.

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