

MS-CPAS Blueprint Summary

Assessment: Marketing Management
Test Code: 21466Y0-2012
CIP Code: 521401
Certificate:
Type: PS

The MS-CPAS Blueprint Summary indicates the number of assessment questions related to each unit on the assessment and indicates the relative emphasis placed on each unit. All of the listed competencies will appear on the assessment, but because of the length of the assessment, not every competency will be equally represented in the assessment.

The MS-CPAS Blueprint Summary includes a variety of information, which is explained below:

Terms and Definitions	
Assessment:	This signifies the name of the assessment, which corresponds with the name of the pathway or program.
CIP Code:	Developed by the U.S. Department of Education's National Center for Education Statistics (NCES), CIP codes are a federal coding system utilized for assessment and reporting of fields of study and program completions activity tracking.
Test Code:	A unique code that serves to numerically identify a specific assessment
DOK Levels:	Based on Webb's Depth of Knowledge (DOK), this signifies the assessment item difficulty factor to be expected in each unit. The three levels are as follows: <i>1 = Recall and Reproduction, 2 = Skills and Concepts, 3 = Short-term Strategic Thinking</i> Some postsecondary programs will not use DOK levels until the next revision.
Instructional Hours:	The total number of hours assigned to a unit per the pathway's curriculum
Total Items:	The total number of items assigned to each unit on the assessment. It is calculated as follows: <i>(Unit Instructional Hours / Total Instructional Hours) * Total Active Items</i>
Active Items:	The number of items on the assessment that will be graded
Field-test Items:	The number of items that are being field-tested, or piloted, to determine their eligibility for inclusion as an Active Item on future assessments. These items are not graded and, thus, will not impact the student's final score.
Total Assessed Items:	The total number of items on the given assessment. It is calculated as follows: <i>Active Items + Field-test Items</i>

For more information regarding this MS-CPAS Blueprint Summary, please contact the Research and Curriculum Unit by phone at 1.866.901.7433 or by e-mail at helpdesk@rcu.msstate.edu.

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Test Code:	21466Y0-2012				
CIP Code:	521401				
Total Hours:	21	DOK	Instructional	Total	
		Level(s)	Hours	Items	
MMT 1113: Principles of Marketing			3	10	
1. Explore each facet of the marketing mix and marketing strategies.					
2. Apply the concepts of economics within marketing activities.					
MMT 1123: Marketing Management			3	10	
1. Expand and evaluate the critical trends and issues in the field of marketing.					
MMT 1313: Personal Selling			3	10	
1. Identify and execute effective promotion through personal selling.					
2. Prepare and execute an effective sales presentation.					
MMT 1323: Advertising			3	10	
1. Plan, organize, execute, and evaluate effective promotion through mass advertising.					
2. Describe the communication model.					
MMT 2213: Principles of Management			3	10	
1. Analyze the functions of management.					
2. Assess a code of acceptable business ethics.					
MMT 2233: Human Resources Management			3	10	
1. Identify the information relative to the procurement, placement, training, and development of human resources.					
2. Discuss and analyze unexpected problems that often arise in a workplace environment.					
MMT 2313: E-Commerce Marketing			3	10	
1. Examine marketing strategies involved in electronic commerce.					
2. Explore e-commerce challenges.					
Active Items				70	
Field-Test Items				30	
TOTAL ASSESSED ITEMS				100	