MKTG 300: Marketing Principles
Waiver Examination – Effective August 2014

Who Should Take the Waiver Exam:

Students with a transcripted marketing principles course deemed by our faculty as not equivalent in content to our MKTG 300 course may choose to take a free waiver exam to determine their knowledge of that basic coursework. The exam covers the material in the current MKTG 300 course at Metropolitan State University. The textbook is on reserve at the St. Paul campus library at the Circulation Desk (651-793-1616) on the second floor, filed under “COM Textbooks.” Ask for Marketing. Students may wish to review the material to help decide whether to try the exam.

Exam Information:

- This waiver exam may be taken only once.
- Students are required to show their Metropolitan State University ID card before testing.
- The exam is two hours long. Additional time will not be given.
- There are 65 multiple choice questions on the exam, and one 10-point essay question.
- The exam is comprehensive and based on questions extracted almost exclusively from the approved required marketing textbook, Marketing by Kerin, et al.
- This is a closed book exam. However, you are allowed one page of notes, double-sided, during the exam. Exam results are typically emailed to official student email accounts, and to advisors, within two weeks after the exam.
- Students who pass the exam (75% minimum score) meet the MKTG 300 course requirement, but no credit is earned.
- Students who do not pass the exam must take MKTG 300.

Scheduling the MKTG 300 Waiver Exam:

MKTG Waiver exams are offered at the Minneapolis and St Paul campuses. For information, go to http://www.metrostate.edu/msweb/resources/academic_ss/cae/testing_center/index.html.

Be prepared to leave the following information if you get voicemail when calling to sign up:
- Specify that you want a waiver exam for MKTG 300: Marketing Principles
- Specify the date and time you wish to take the exam (must start no later than two hours before testing center closing time)
- Clearly state your student ID number and name (spell your last name)
- Clearly state your daytime phone number

Do not contact the Marketing Curriculum Unit to schedule a waiver exam. All waiver exams are scheduled with the Academic Testing Center (651-793-1460).