

Waiver Examination

MKTG 300: Marketing Principles

Study materials:

Students may wish to review the material to help decide whether to try the exam.

- Mktg 300 - Marketing.

Exam Information:

- The exam is two hours (2) 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.
- You are allowed one page of notes, double-sided, during the exam.

Passing the Exam

A minimum score of 75% is required. No credit is earned.

Not Passing the Exam

If you do not pass the exam, you must take MKTG 300.

Scheduling the Marketing Waiver Exam

You may schedule a waiver exam through the Academic Testing Center by clicking on the RegisterBlast link.