Purpose:
To test understanding of key marketing concepts and their applications in real-life examples.

Recommended text:

*Marketing Management* 14th ed. by Kotler and Keller, Prentice Hall
(an earlier edition would be acceptable).

Students need to review all the chapters in the textbook.

Format:
The exam consists of 7 short essay questions and students answer 5 questions.

Assessment:
Students need to get 90 out of 100 to pass the exam.