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Page Formatting and Typeface

To accommodate the needs of those with weaker vision, we use LARGER PRINT throughout the book whenever practical. The text in this book was created using Garamond (size 16). A little bit of page resizing, however, may have happened along the actual book printing process.

Exam topics covered in this book

The American Marketing Association's Professional Certified Marketer (PCM) designation may be earned by passing a comprehensive MC based exam covering several key areas of marketing, including:

- Legal, Ethical, and Professional Issues in Marketing
- Use of the Marketing Mix
- Relationship, Information, and Resource Management
- Assessment and Planning of the Strategic Marketing Process
- Marketing Evaluation

We give you knowledge information relevant to the exam specifications. To be able to succeed in the real exam, you'll need to apply your earned knowledge to the question scenarios. Many of the exam questions are written to be less straight forward. They tend to be framed within the context of short scenarios.

A typical marketing professional often has multiple functions to perform, which fall in the sphere of both sales and marketing management. These roles include planner, recruiter, leader, controller, forecaster, analyst, budget manager, and communicator. There are also the responsibilities of hiring, training, coaching, motivating, setting targets, tracking the results, providing sales support, organizing promotion effort, conducting meetings, and allocating scarce resources. The job is VERY demanding. In fact, the kinds of topics to encounter in the exams shall closely resemble the responsibilities of a real world professional who works as a Sales & Marketing Manager!

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