



# State Conference Online Testing

## *Comprehensive Exams and Corresponding Events*

### **Business Administration Core Exam**

LTW	Leadership and Teamwork Event
PBM	Principles of Business Management
PFN	Principles of Finance
PHT	Principles of Hospitality and Tourism
PMK	Principles of Marketing

### **Marketing Cluster Exam**

AAM	Apparel and Accessories Marketing
ASM	Automotive Services Marketing
BSM	Business Services Marketing
BTDM	Buying and Merchandising Team Decision Making
FMS	Food Marketing
IMCE	Integrated Marketing Campaign - Event
IMCP	Integrated Marketing Campaign - Product
IMCS	Integrated Marketing Campaign - Service
MCS	Marketing Communications
MTDM	Marketing Management Team Decision Making
PSE	Professional Selling Event
RMS	Retail Merchandising
SEM	Sports and Entertainment Marketing
STDM	Sports and Entertainment Team Decision Making

### **Hospitality and Tourism Cluster Exam**

HLM	Hotel and Lodging Management
HTDM	Hospitality Services Team Decision Making
HTPS	Hospitality and Tourism Professional Selling
QSRM	Quick Serve Restaurant Management
RFSM	Restaurant and Food Service Management
TTDM	Travel and Tourism Marketing Team Decision Making

### **Finance Cluster Exam**

BFS	Business Finance
FCE	Financial Consulting Event
FTDM	Financial Services Team Decision Making

### **Business Management and Administration Cluster Exam**

ETH	Ethics Team Event
BLTDM	Business Law and Ethics Team Decision Making
HRM	Human Resources Management

### **Entrepreneurship and Small Business Management Cluster Exam**

ENT	Entrepreneurship Series
ETDM	Entrepreneurship Team Decision Making

### **Events That Do Not Test Online:**

EBG	Business Growth Plan
BOR	Business Services Operations Research
PMBS	Business Solutions Project
BMOR	Buying and Merchandising Operations Research
PMCD	Career Development Project
CAP	Chapter Awards Program
PMCA	Community Awareness Project
PMCG	Community Giving Project
PMFL	Financial Literacy Project
FOR	Finance Operations Research
EFB	Franchise Business Plan
GMAP	Gold Merit Award Program
HTOR	Hospitality and Tourism Operations Research
EIB	Independent Business Plan
EIP	Innovation Plan
IBP	International Business Plan
PMSP	Sales Project
SBE	School Based Enterprise
SEOR	Sports and Entertainment Operations Research
ESB	Start-Up Business Plan