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Principles of Marketing CLEP - A Free Study Guide Resource! Exam Description: The Principles of Marketing CLEP covers the material covered in most introductory marketing college courses. Management Study Guide is a complete tutorial for management students, where students can learn the basics as well as advanced concepts related to management and its related subjects. [google-plus](#); [twitter](#); [facebook](#); Management Study Guide is a complete tutorial for management students, where students can learn the basics as well as advanced concepts related to management and its related subjects. In content marketing, color is an emotional cue. In an ocean of content marketing, color can help yours stand out.. It's what gets your audience to see what you want them to see, feel what you want them to feel, and to do what you want them to do.