

2024 Name Change Toolkit

Helpful resources to support the
GMAT™ Focus Edition name change.

Questions? Reach out to your market
development manager at GMAC!

Ver. April 2024



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Overview

Name Change

The What and the Why

What is changing?

- On July 1, 2024, the “GMAT Focus Edition” name will revert to the “GMAT Exam.”
- The only element of the GMAT Focus Edition that is changing is the name. The exam’s structure, content, scoring, and test features will remain the same.
- Scores will still end in a 5.

Why is this change happening?

- The “GMAT Focus Edition” name served as a crucial distinction between it and the previous version of the GMAT while both were in the market in late 2023 and early 2024.
- Now with only one version of the exam available, GMAC is transitioning back to using the “GMAT Exam” name from July 1 onward.

How will this affect you?

- When receiving and reviewing Official Score Reports from candidates after July 1, 2024, Official Score Reports will say “GMAT Exam (Focus Edition)” instead of “GMAT Focus Edition.”
- Additionally, for further clarity, scores from the previous edition of the exam will be labeled “GMAT Exam (10th Edition)” for the version of the exam that was available between 2012-2024.

Name Change

Three areas of impact

1. Official Score Reports

- When receiving and reviewing Official Score Reports from candidates after July 1, 2024, Official Score Reports will say “GMAT Exam (Focus Edition)” instead of “GMAT Focus Edition.”
- Additionally, for further clarity, scores from the previous edition of the exam will be labeled “GMAT Exam (10th Edition)” for the version of the exam that was available between 2012-2024.

2. Score Reporting Portal

- Depending on how you access files, this change may have additional implications for using GMAC’s score reporting data files and the Score Reporting Portal (SRP).

3. GMAT Branding

- Due to this change, you may need to update your business and/or marketing materials.

Use this Name Change Toolkit to address the items above and facilitate an easy transition.

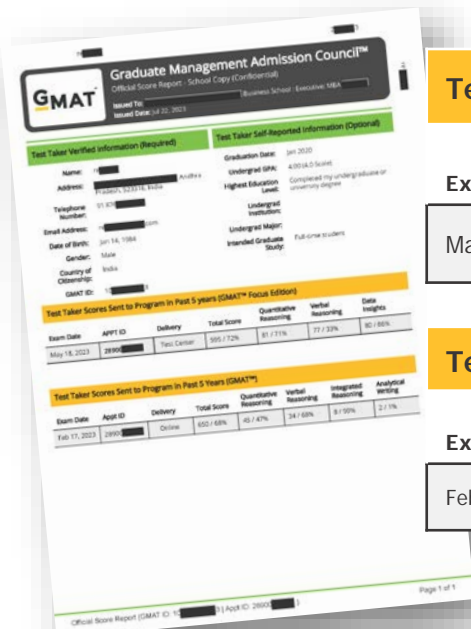
Score Reporting Resources

Official Score Report Update

For Admission Staff

As a result of the name change, there will be minimal changes to the Official Score Reports you receive from candidates:

- “GMAT™ Focus Edition” will be relabeled “GMAT™ Exam (Focus Edition)”
- “GMAT™” will be relabeled “GMAT™ Exam (10th Edition)”



GMAT™ Exam (Focus Edition)

Test Taker Scores Sent to Program in Past 5 Years (~~GMAT™ Focus Edition~~)

Exam Date	APPT ID	Delivery	Total Score	Quantitative Reasoning	Verbal Reasoning	Data Insights
May 18, 2023	2890000	Test Center	595 / 72%	81 / 71%	77 / 33%	80 / 86%

GMAT™ Exam (10th Edition)

Test Taker Scores Sent to Program in Past 5 Years (~~GMAT™~~)

Exam Date	APPT ID	Delivery	Total Score	Quantitative Reasoning	Verbal Reasoning	Integrated Reasoning	Analytical Writing
Feb 17, 2023	28900000	Online	650 / 68%	45 / 47%	34 / 68%	8 / 90%	2 / 1%

[Download Sample](#)

Remember:

- Total scores for the most recent version of the exam end in a 5.
- Total scores for the previous version of the exam end in a 0.

Score Reporting Portal (SRP) Updates For SRP Users

Scope of Changes: The string names within the GMAT score reporting API and the score section headings within the CSV-format score data file will be updated to reflect the change in exam names. No changes will be made to the data within the score files.

Impact: Depending on how you access GMAT scores, **you may need to make an update to your score reporting system to accept the new files on July 1, 2024 to avoid any disruption in receiving GMAT score data:**

- You **will** need to make an update to your system if they are:
 - Retrieving scores via the score reporting API
 - Importing the CSV-format file into a system configured by column headings
- You **will not** need to make any updates if they are:
 - Downloading TXT-format score data files
 - Importing the CSV-format into a system configured by file index

Next Steps (if impacted):

- Review updates on [Access GMAT Scores](#)
- Download updated data files on [Access GMAT Scores](#)
- Reach out to gmatprogram@gmac.com for any questions or concerns

Branding & Communications Resources

Logo Transition

If you are currently using the GMAT Focus Edition logo, please replace it with the standard GMAT logo.

Where you currently use:



Replace it with:



Need the logo image files?

[Click here to download](#) the GMAT Exam logo pack, which includes high resolution image files for web and print.

Nomenclature Transition

Use the guidance below in updating the name of the exams on your business and/or marketing materials:

Where you currently use...	Replace it with...
GMAT Focus Edition, GMAT Focus, GMAT Exam – Focus Edition	GMAT Exam
GMAT Exam, classic GMAT, Previous version of the GMAT Exam	GMAT Exam (10 th Edition)

Additional guidance:

- The trademark symbol [™] only needs to be used the first time the name of the exam appears on a page, flyer, presentation, etc.

School FAQs

For questions you may have for GMAC

Why is the GMAT Focus Edition name being updated to the GMAT Exam?

The “GMAT Focus Edition” name served as a crucial distinction between it and the previous version of the GMAT while both were in the market in late 2023 and early 2024. Now with only one version of the exam available, we are transitioning back to using the GMAT Exam name from July 1 onward.

How will this affect me?

When receiving and reviewing scores from candidates after July 1, 2024, Official Score Reports will say “GMAT Exam (Focus Edition)” instead of “GMAT Focus Edition.” Scores will still end in a 5.

Additionally, for further clarity, scores from the previous edition of the exam will be labeled “GMAT Exam (10th Edition).” Scores will still end in a 0.

What is the GMAT Exam (10th Edition)? Is there an 11th Edition?

The GMAT Exam (10th Edition) is the previous version of the test that was available between 2012 and 2024. Technically, the 11th Edition of the exam is the GMAT Focus Edition. However, GMAC gave it a special name to emphasize its increased focus on relevant business skills.

How quickly do I need to update our score reporting system?

If you are retrieving scores via the score reporting API or importing the CSV-format file into a system configured by column headings, you will need to make sure your score reporting system is ready to accept the new files on July 1, 2024, to avoid any disruption in receiving GMAT score data. You will not need to make any updates if you're downloading TXT-format score data files or importing the CSV-format into a system configured by file index. We recommend reviewing the latest [Access GMAT Scores](#) updates and documents to ensure you and your team are familiar with the score downloading process and can make any necessary changes on July 1, 2024.

How quickly do I need to update our website, marketing materials, etc.?

Take your time! It will be made explicitly clear to business school candidates that any reference to the GMAT Focus Edition outside of gmac.com, mba.com, and the registration process will refer to the most recent version of the GMAT Exam. For specific questions, please contact your market development manager at GMAC.

Candidate FAQs

For questions you receive from candidates

Are you aware of the GMAT Focus Edition name changing to the GMAT Exam?

Yes. We are well aware of this change. For more information, we invite you to read more at mba.com/gmat.

I have not taken the GMAT yet, how will this affect me?

This change will not affect you.

I have already taken the GMAT Focus Edition, how will this affect me?

If you currently have a GMAT Focus Edition score, the exam name on your Official Score Reports will be updated to “GMAT Exam (Focus Edition)” after July 1. Your score will still end in a 5.

I have already taken the previous edition of the GMAT, how will this affect me?

If you have a score from the previous edition of the GMAT, it will be labeled as “GMAT Exam (10th Edition).” Your score will still end in a 0.

What is the GMAT Exam (10th Edition)? Is there an 11th Edition?

The GMAT Exam (10th Edition) is the previous version of the test that was available between 2012 and 2024. Technically, the 11th Edition of the exam is the GMAT Focus Edition. However, GMAC gave it a special name to emphasize its increased focus on relevant business skills.

What if I have already started studying with GMAT Focus Official Prep?

Keep prepping! The content of the exam is not changing, only the name.

Website Boilerplate

Short version (100 words)

“GMAT Focus Edition” Name is Changing to “GMAT Exam”

On July 1, 2024, the GMAT™ Focus Edition name will revert to the GMAT™ Exam.

The only element of the GMAT Focus Edition that is changing is the name. The exam’s structure, content, and test features will remain the same, as well as the 205-805 score scale, with all total scores ending in a 5. For more information, visit mba.com/gmat.

We have been made well aware of this change and we will continue to accept official GMAT scores as part of our holistic admissions process.

Website Boilerplate

Long version (200 words)

“GMAT Focus Edition” Name is Changing to “GMAT Exam”

The “GMAT Focus Edition” name served as a crucial distinction between it and the previous version of the GMAT while both were in the market in late 2023 and early 2024. Now with only one version of the exam available, GMAC is transitioning back to using the GMAT Exam from July 1 onward. For more information, visit mba.com/gmat.

The only element of the GMAT Focus Edition that is changing is the name. The exam’s structure, content, and test features will remain the same, as well as the 205-805 score scale, with all total scores ending in a 5.

If you are currently in the business school application process, over the coming months you may notice the “Focus Edition” branding removed from our website, emails, materials, social media, and more. If you see the name GMAT Focus Edition anywhere after July 1, 2024, it refers to the most recent version of the exam.

We have been made well aware of this change and we will continue to accept official GMAT scores as part of our holistic admissions process.

Email to candidates

For further communications efforts

Subject line: Update: The GMAT Focus Edition name is changing

Dear [Name],

We are writing with a recent update we received from the Graduate Management Admission Council. On July 1, 2024, the GMAT Focus Edition name will revert to the GMAT Exam.

We have been made well aware of this change and we will continue to accept official GMAT scores as part of our holistic admissions process.

What is Changing?

The only element of the GMAT Focus Edition that is changing is the name. The exam's structure, content, and test features will remain the same, as well as the 205-805 score scale, with all total scores ending in a 5.

The "GMAT Focus Edition" name served as a crucial distinction between it and the previous version of the GMAT while both were in the market in late 2023 and early 2024.

Now with only one version of the exam available, GMAC is transitioning back to using the GMAT Exam name from July 1 onward.

How Will this Affect You?

This change will not affect you or your business school journey.

If you are currently in the business school application process, over the coming months you may notice the "Focus Edition" branding removed from our websites, emails, materials, social media, and more. If you see the name GMAT Focus Edition anywhere after July 1, 2024, it refers to the most recent version of the exam.

If you have purchased GMAT Focus Official Prep or enrolled in a GMAT Focus prep course, there is no action required. Only the exam name is changing, not the content on the test.

Have Questions?

Read the detailed FAQ on mba.com for additional details about the name transition.

Thank you for your attention to this important update.

Additional Resources

Evolution of the GMAT

1954

The GMAT exam was launched by nine forward-thinking business school deans. It started out with four sections: Verbal, Quantitative, Best Arguments, and Quantitative Reading.



1977

Reading Comprehension (part of Verbal Reasoning) and Problem Solving (part of Quantitative Reasoning) sections were added to the exam.



1991

Critical Reasoning was added as part of Verbal Reasoning.



1997

The GMAT exam was delivered in a computer-adaptive testing (CAT) format for the first time.



2017

Section Select Order was introduced, giving test takers greater control over their exam experience.



2020

GMAT Online was introduced, offering candidates the option to take the test at home. It was enhanced the following year.



1961

Through further consultation with business schools, a Data Sufficiency section introduced, and 'Organization of Ideas' and 'Directed Memory' were removed.

1982

Sentence Correction was added as part of Verbal Reasoning.

1994

Analytical Writing Assessment (AWA) was added to the exam, consisting of two essays measuring the candidate's ability to think critically and communicate ideas.

2012

A new section, Integrated Reasoning, was added to the exam, and AWA was reduced to one essay.

2018

The lengths of the Verbal Reasoning and Quant Reasoning sections of the exam were reduced.

2023

GMAT Focus was launched, with three sections (Data Insights, Verbal Reasoning and Quantitative Reasoning); a more focused exam time of 2 hours 15 minutes; the opportunity for candidates to review and edit answers at the end of their exam; and enhanced score report providing deeper performance insights.

Helpful Links

- [School Resources](#)
- [Access GMAT Scores \(Score Reporting Portal\)](#)
- [Understanding GMAT Scores](#)
- [GMAT logos](#)

Contact GMAC

If you have questions about...	Contact...
The name change	Your market development manager
How to use this toolkit	Your market development manager
Branding & comms guidance	Your market development manager
Official Score Reports	Your market development manager
Score reporting updates	gmtprogram@gmac.com
Who your market development manager is	customercare@gmac.com