Executive

CMMP®

CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

Executive CMMP Program Outline

International Institute of Marketing Professionals

Executive CMMP® Assignments and Exam Evaluation Guidelines

Candidates who have met the entrance requirements will then be able to proceed to the Executive *CMMP® Handbook Training Program*. Regardless of the training method, throughout the program candidates will participate and complete all training courses including assignments that will consist of case studies, multiple choice questions and/or projects relevant to the Executive CMMP® Handbook modules. The Executive CMMP® Handbook consist of about 300 pages, the candidates are expected to dedicate from 5 to 10 hours on weekly basis in order to complete the program on self-study basis.

The Candidates will have about 24 to 72 hours duration to complete their assignments before submission deadlines to submit their assignments on specific dates via emails/direct mail. In the event that an assignment is not received by the education team on required date then it will be marked as missing and will result to deduction of the marks.

Candidates will need to receive a passing grade of at least 60% of the aggregated percentage on assignments and the final integrated marketing management examination in order to demonstrate their competency in the knowledge they acquired throughout the program and practical use of the Executive CMMP® Handbook. Upon completion of the training areas, the final integrated examination will take place to cover all marketing management topics included in the Executive CMMP® Handbook.

1) Professional Competencies Level-3 (PRO300)

No.	Topics Covered
1	Change Management
2	Communication Skills
3	Empathy
4	Entrepreneurial Skills
5	Ethical Behavior
6	Flexibility
7	Interactive Abilities
8	Interpersonal Skills
9	Lateral Thinking
10	Leadership & Decision Making Skills
11	Negotiation Skills
12	Problem Solving
13	Social Skills
14	Time Management Skills

2) Relationship Marketing (RME300)

No.	Topic Covered
1	Relationship Marketing : Tool of Customer marketing:
2	From Transactions to Relationships- making the Sale is not enough
3	Keeping them coming back
4	Requirements for successful relationship marketing
5	Identifying and Measuring Customer Related factors:
6	Customer Performance factors
7	Transforming the organization into an interactive marketer
8	Designing a marketing database
9	The customer focus factors
10	Key Determinants of customer marketing
11	The Customer Segmentation Process:
12	CRM Perspectives and Definition
13	Channelization in CRM
14	How to segment a customer
15	Levels of Relationship
16	Customer Segmentation : Whom do you want to reach
17	Customer Segment Management Defined
18	Customer Hierarchy
19	Customer Hierarchy for each company level

Marketing Ethics and Compliance (RME300)

No.	Topics Covered
1	Introduction
2	Ethics in Marketing
3	The two dimensions on ethics
4	A framework for ethical decision making in business
5	American Marketing Association on Ethics
6	Ethical Values
7	Implementation
8	Ethics Compliance

3) Internet Marketing (INM300)

No.	Topics Covered
1	Learning Objectives
2	E-Commerce Domains:
3	B2C, B2B, C2C and C2B
4	Types of E-marketers:
5	Brick-and-Mortar, Click-and-Mortar, & Click- Only Companies
6	E-Marketing:
7	Website as an Effective Marketing Tool
8	Online Advertising and Taxonomy of Online Advertising
9	E-Mail Marketing
10	Affiliate Marketing
11	Learning Objectives
12	E-Commerce Domains

4) Mobile Marketing (MOB300)

No.	Topics Covered
1	Role of Marketing in telecommunication industry
2	Fast technological movements and variety of standards
3	Fast growth of telecom services subscribers in the world
4	Regional focus on mobile marketing implementation
5	Development of Armenian Telecommunication Market
6	Mobile Communication in Armenia
7	Liberalization of Communication Market (New Player)
8	The Competition is Increasing
9	Large investments in IT infrastructure
10	Further penetration of mobile services
11	Price decrease
12	Increasing competitive power
13	4G in Armenia

5) Consumer Behaviour (CON300)

No.	Topics Covered
1	Concept of Consumer Behaviour
2	How the Consumer Behavior Discipline Has Evolved
3	Consumer Decision Models and Influencing Factors
4	Trends in Consumer Behavior and its Transformational nature
5	The issue of Sustainability and Consumer Behavior
6	Consumer Behavior in the Technology Driven Environment
7	The nexus between Knowledge Management & Consumer Behavior
8	Globalization, Emerging World and Consumer Behavior
9	Institutional Market and Buying Behavior
10	Marketing Strategies Relating to Consumer Behavior

6) Marketing Research (MKR300)

No.	Topics Covered
1	Introduction to Marketing Research
2	Market Research vs. Marketing Research
3	Growing importance of marketing research
4	What is marketing research
5	Benefits of marketing research
6	Features of MR
7	When to do marketing research
8	Getting ready to conduct marketing research
9	Assign Responsibility:
10	Market Research Division
11	Reporting Structure
12	Outside Research Services
13	Where do you find outside research services
14	How to Select Outside Researchers?
15	Determine marketing research plan and goals:
16	Making the Very First Investigation
17	Secondary Research:
18	Benefits of secondary data
19	Primary Research:
20	Developing the Sampling Plan

7) Marketing Intelligence System (MIS300)

No.	Topics Covered
1	Introduction to Knowledge-based Marketing
2	Knowledge Management System (KMS)
3	Mass Customization
4	Knowledge Workers
5	Capturing and transferring Knowledge
6	Knowledge Cultures
7	Knowledge Communities
8	Knowledge Sharing
9	Methods used
10	Knowledge-based marketing practices in the GCC countries
11	Objectives of this research
12	Engineering Industry
13	Biotechnology Industry
14	Engineering industry results
15	Knowledge Sharing Systems
16	Knowledge Cultures
17	Employment of Knowledge Management Officers (KMOs)
18	Biotechnology industry results

FINAL INTEGRATED EXAMINATION
DURATION: 90 MINUTES

EXAM COVERAGE & EVALUATION:

Section-1: Professional Competencies …………................................... **15 Marks**
15 Multiple choice questions

Section-2: Relationship Marketing.. **10 Marks**
10 Multiple choice questions

Section-3: Marketing Ethics & Compliance..………………................... **10 Marks**
10 Multiple choice questions

Section-4: Internet Marketing………………………………….................. **15 Marks**
15 Multiple choice questions

Section-5: Mobile Marketing………………………………….................... **10 Marks**
10 Multiple choice questions

Section-6: Consumer Behaviour……………………………..................... **15 Marks**
15 Multiple choice questions

Section-7: Marketing Research………………………………................... **10 Marks**
10 Multiple choice questions

Section-8: Marketing Intelligence System ……………….................... **15 Marks**
15 Multiple choice questions

Total.. **100 Marks**

QUALIFICATOIN/CERTIFICATION LEVELS:

GRADE MARKS	PERCENTAGE EQUIVALENCY
UPPER HIGH DISTINCTION	90–100%
HIGH DISTINCTION	80–89%
DISTINCTION	70–79%
PASSED/QUALIFIED	60–69%
REPEAT	0–59%

Important Notes:

1) The assignments will be due on specific dates to be submitted via emails/Direct mail; late arrivals will be marked as missing and will result to deduction of the marks.

2) The Final Integrated Exam will take place either at a nearest local IIMP® Authorized Exam Invigilation Centre (AEIC) or partnership educational institution.

3) The Final Integrated Exam format and date will be confirmed at least 7 days prior to the Exam date.

4) If a student cancels an exam by providing a notice less than 7 days prior to the exam date then student will be required to resubmit exam fee in the future.

5) Any change in the schedule of Assignment/Exam will be conveyed before time to the candidate and as well IIMP® Authorized Exam Invigilation Centre (AEIC). Any change in the schedule of Assignment/Exam will be intimated before time to the candidate and as well IIMP® Authorized Exam Invigilation Centre (AEIC).

6) If a CMMP® candidate acquires high distinction mark on aggregated assignments, the requirement to write the Final Integrated Exam may be waived by the education committee. However, this would be a decision concluded by the committee based upon conducting a thorough review of candidate's academic and professional achievements and considering the aggregated performance throughout the CMMP® program.