

## **Certified Marketing Practitioner**

Are you ready to enhance your marketing skills?  
Do you have to keep abreast with the marketing paradigm?

### **Introduction**

The Certified Marketing Practitioner, CMP, is the highest recognition for practitioner marketers who have attained a competent level of academic and practical understanding of marketing. Certified by the Consultants and Business Management Research Association (CBMRA), the certification demonstrate that you are a practitioner. This certification program is about recognising the importance of marketing's role in driving success and delivering results. It provides the knowledge and understanding of the function of marketing within the organisation and demonstrates how an appreciation of customer behaviour can enable effective targeting. It outlines an understanding of how external environmental influences affect planning and how information enables decision making. It outlines the elements of the marketing mix and how these are applied to address market and customer needs.

There are three levels for this certification program.  
Level 1: Marketing Paradigm Planning and Development  
Level 2: Execution and Control of Marketing Strategy  
Level 3: Issues and Ethical in Marketing

### **Program Objective**

This program aims to:

- Equip participants with knowledge and skills to be a practitioner a marketer
- Enhance the existing marketing skills of the participants
- Certified the skills and knowledge of the marketers in the business arena

### **Learning Outcome**

After completing this program, the participants should be able to:

- Demonstrate the skills as a professional marketer.
- Plan, develop, control and act on the marketing activities
- Appreciate the marketing ethics and marketer professionalism.

### **Who should attend?**

Marketing executives, Marketing Managers, Business Developer, and Anyone interested to pick up the marketing skills

### **Methodology**

### **CERT0006 Certified Marketing Practitioner**

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Case studies, forum discussion, role-play, presentations, gamification

**Program Outline**

Day One	
Time	Topics
9:00am–10:30am	<p><b>Marketing Management: The New Paradigm</b></p> <ul style="list-style-type: none"> <li>● Defining Marketing for the New Realities</li> <li>● The scope of marketing</li> <li>● The marketing concepts</li> <li>● Company Orientation towards the marketplace</li> </ul>
10:30am–11:45am	<p><b>Develop a Marketing Strategy and Marketing Plan</b></p> <ul style="list-style-type: none"> <li>● Marketing and Consumer Values</li> <li>● Corporate and Division Strategic Planning</li> <li>● Business Unit Strategic Planning</li> <li>● The nature and content of the marketing plan</li> </ul>
11:45am – 1:00pm	<p><b>Marketing Research, Marketing Analytics and Tools</b></p> <ul style="list-style-type: none"> <li>● Marketing Information System <ul style="list-style-type: none"> <li>○ Database management</li> </ul> </li> <li>● Marketing Research and the Application</li> <li>● Business Analytic Techniques <ul style="list-style-type: none"> <li>○ SWOT Analysis, PESTLE Analysis and Porter 5 Forces</li> <li>○ Business Model CANVAS</li> </ul> </li> <li>● Forecasting Demand</li> </ul>
1:00pm – 2:00pm	Lunch
2:00pm – 3:30pm	<p><b>Analysis of Consumer and Business Markets</b></p> <ul style="list-style-type: none"> <li>● Characteristics of business and consumer market</li> <li>● The procurement process: Consumer and Business Market</li> <li>● Stages in the buying process: Consumer and Business Market</li> </ul>
3:30pm – 5:00pm	<p><b>Tapping into Global and International Markets</b></p> <ul style="list-style-type: none"> <li>● Venturing into international business</li> <li>● Method to enter</li> <li>● International Marketing Program</li> </ul>

Day Two	
Time	Topics
9:00am – 10:30am	<b>Identifying Market Segments and Targets</b> <ul style="list-style-type: none"> <li>● Bases for Segmenting Consumer Markets</li> <li>● Market targeting</li> <li>● Segmentation criteria</li> </ul>
10:30am–11: 45am	<b>Crafting Brand Positioning and Brand Equity</b> <ul style="list-style-type: none"> <li>● Establishing Brand positioning</li> <li>● The building, measuring and managing brand equity</li> <li>● Devising a Branding Strategy</li> </ul>
11:45am – 1:00pm	<b>Marketing Strategy: From 4Ps to 4A, then Marketing Attributes</b> <ul style="list-style-type: none"> <li>● Competition and Driving Growth Strategy</li> <li>● Product Life-Cycle Marketing Strategies</li> <li>● Marketing Strategy: Growth Stage, Maturity Stage, Decline Stage</li> <li>● Setting Product and Price Strategy</li> <li>● Managing Services</li> </ul>
1:00pm – 2:00pm	Lunch
2:00pm – 3:30pm	<b>Designing and Managing Integrated Marketing Communications</b> <ul style="list-style-type: none"> <li>● Marketing communication mix</li> <li>● Developing effective communication</li> <li>● Managing mass communication</li> </ul>
3:30pm – 5:00pm	<b>The Marketing in IR4.0 Era</b> <ul style="list-style-type: none"> <li>● Online Marketing</li> <li>● Social Media Marketing</li> <li>● Word of Mouth marketing</li> <li>● Mobile marketing</li> </ul>

Day Three

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Time	Topics
9:00am–10:30am	<b>Professionalism in Marketing</b> <ul style="list-style-type: none"> <li>● Professionalism and Ethical Marketing</li> <li>● Marketing and Social Responsibility</li> </ul>
10:30am – 1:00pm	<b>Issues in Marketing</b> <ul style="list-style-type: none"> <li>● Marketing Challenges in the new business environment</li> <li>● Mindset Preparation in New Marketing Paradigm</li> <li>● The Essential Issues in Marketing</li> </ul>
1:00pm – 2:00pm	Lunch
2:00pm – 3:30pm	Viral Marketing <ul style="list-style-type: none"> <li>● Storyboard and short video</li> <li>● Recording short video</li> </ul>
3:30pm – 5:00pm	Broadcasting Marketing <ul style="list-style-type: none"> <li>● Preparation before broadcasting</li> <li>● Script of broadcasting</li> <li>● Conducting broadcasting</li> </ul>

### Examination and Assessment

The examination is divided into two parts. Level 1 and level 2 are evaluated through Multiple Choice Questions (MCQ) and a capstone project paper. This is conducted immediately at the end of the program.

In Level 3, the candidate is given a case study to analyse **one week** before the examination. The candidates need to remember, understand, apply, analyse, evaluate and create the strategy for the case. The exam is a 3-hour book examination.

In addition, the candidate is given **3 weeks** to complete the Capstone project. The capstone project evaluates candidates on the implementation and execution of marketing strategy.