



Associate CMMP Program Outline

INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS

Associate CMMP® Assignments and Exam Evaluation Guidelines

Candidates who have met the entrance requirements will then be able to proceed to the **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 and/or projects relevant to the **CMMP® Handbook** modules.

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 accordance to the table below, in order to demonstrate their competency in the knowledge they acquired throughout the program and practical use of the **CMMP® Handbook**. Upon completion of the training areas, the final integrated examination will take place to cover all marketing management topics included in the **Associate CMMP® Handbook**.

Program Details:**1) Professional Competencies Level-I (PRO100)**

No.	Topics Covered
1	Professionalism
2	Communication Skills (External & Internal)
3	Interpersonal Skills
4	Time Management Skills
5	Interactive Abilities

2) Introduction to Marketing (MKT100)

No.	Topic Covered
1	Introduction to Marketing
2	21st Century Marketing Redefined
3	Meaning and Importance of Marketing
4	Scope of Marketing
5	Core Marketing Concepts
6	The Marketing Program and Marketing Mix
7	Company Orientations toward the Marketplace

3) Customer Relationship Management Marketing (CRM100)

No.	Topic Covered
1	Introduction to CRM Marketing
2	Customer Relationship Management
3	CEM - Customer Experience Management
4	CRM as a Marketing Tool
5	Marketing Campaigns and Events Management
6	ROI in Marketing – Marketing performance management
7	Technical aspects of CRM Marketing

4) Integrated Marketing Communications (IMC100)

No.	Topic Covered
1	Integrated marketing communications: Fundamentals
2	IMC: Emergence
3	IMC: importance for practice
4	IMC: Approaches in practice
5	IMC: Shifts and trends. The Internet and power of Social Media.
6	Social Media
7	IMC: Now and tomorrow.
8	Methodology: Cross case study analysis
9	IMC in practice: Case studies
10	Method of implementation
11	Communication impact and performance evaluation method
12	Creativity and innovation

5) Marketing Channels Management (MCM100)

No.	Topic Covered
1	Introduction to Marketing Channels Management
2	Distribution Channels
3	Function of Channel Members
4	Nature of Distribution Channels
5	Different Levels in a Distribution Channel
6	Types of distribution channels
7	Channel decisions
8	Type of products
9	Utilities Created by Intermediaries
10	Channel motivation
11	Monitoring and managing channels
12	Connect with your channels for an improved customer experience

6) Corporate Social Responsibility (CRM100)

No.	Topic Covered
1	Introduction to CRM
2	Development Phases of Corporate Social Responsibility
3	A Theoretical and Conceptual Approach
4	A Strategic Business Tool
5	Conclusion and Future

7) Writing Associate CMMP® Final Integrated Exam (FIE100)

The final integrated exam is a closed-book exam that is required to be taken at the end of the program at the IIMP® Authorized Exam Invigilation Center (AEIC). The Final Integrated Exam date will be confirmed at least 7 days prior to the Exam date. The exam is expected to take about three hours in duration and consist of case studies and multiple choice questions.

FINAL INTEGRATED EXAMINATION

DURATION: 90 MINUTES

EXAM COVERAGE & EVALUATION:

SECTION-1: PROFESSIONAL PROFICIENCIES..... 20% MARKS
10 MULTIPLE CHOICE QUESTIONS

SECTION-2: INTRODUCTION TO MARKETING..... 10% MARKS
5 MULTIPLE CHOICE QUESTIONS

SECTION-3: CRM MARKETING..... 20% MARKS
10 MULTIPLE CHOICE QUESTIONS

SECTION-4: INTEGRATED MARKETING COMMUNICATIONS..... 20% MARKS
10 MULTIPLE CHOICE QUESTIONS

SECTION-5: MARKETING CHANNELS MANAGEMENT 20% MARKS
10 MULTIPLE CHOICE QUESTIONS

SECTION-6: CORPORATE SOCIAL RESPONSIBILITY..... 10% MARKS
5 MULTIPLE CHOICE QUESTIONS

TOTAL MARKS..... 100% MARKS

QUALIFICATION/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 Final Integrated Exam will take place either at a nearest local IIMP® Authorized Exam Invigilation Centre (AEIC) or partnership educational institution.
- 2) The Final Integrated Exam format and date will be confirmed at least 7 days prior to the Exam date.
- 3) 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.
- 4) 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).
- 5) 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.