



Manager CMMP Program Outline

Manager CMMP® Program Schedule

Candidates who have met the entrance requirements will then be able to proceed to the Manager 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 Manager CMMP® Handbook modules. The Manager 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.

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

Program Outline:

1) Professional Competencies Level-II (PRO200)

No.	Topics Covered
1	Ethical Behavior
2	Flexibility
3	Interactive Abilities
4	Social Skills
5	Empathy
6	Professionalism
7	Change Management
8	Communication Skills (External & Internal)
9	Entrepreneurial Skills
10	Interpersonal Skills
11	Negotiation Skills
12	Time Management Skills

2) New Product Development (NPD200)

No.	Topic Covered
1	History of New Product Development
2	Types And Sources of New Products
3	New Product & Service Marketing Management
4	The New Product Development (NPD) Process
5	New Product Development Process Phases
6	Stage 1: Idea generation - the 'Fuzzy Front End' or 'Phase 0'
7	Stage 2: Idea Screening
8	Stage 3: Concept Development and Testing
9	Stage 4: Marketing Strategy and Development
10	Stage 5: Business Analysis
11	Stage 6: Product Development
12	Stage 7: Test Marketing
13	Stage 8: Commercialization
14	Tools & Methods for Effective New Product Development
15	New Product Development vs. Successful Innovations
16	The Marketer's Key Role in New Product Development
17	Successfully Managing the Product Lifecycle - the Caveats
18	NPD Success Factors & Lessons Learned
19	Key Factors Influencing New Product Development Success
20	Organizational Structure & Teaming
21	Corporate Culture & Entrepreneurship
22	Best Practices in NDP

3) Marketing Planning and MEWS (MPB200)

No.	Topics Covered
	<u>Marketing Planning:</u>
1	The rationale of marketing planning
2	Marketing in planning
3	The Planning Process
4	Planning Sequence
5	Reviewing the planning process
	<u>MEWS:</u>
1	Introduction
2	The Main Concepts
3	The MEWS Method
4	Results obtained with MEWS

Brand Management and Case Study (BMM200)

No.	Topics Covered
	<u>Brand Architecture:</u>
1	Introduction
2	Single brands across organizations
3	House of Brands
4	Endorsed
5	Hybrid brand
	<u>Brand Equity Measurement:</u>
1	Concept of Brand Equity
2	Perspectives on Brand Equity
3	Measuring Brand Equity
4	Brand Equity: From Customers' Point of View
5	Brand Equity: From Firm's Point of View
	<u>Brand Portfolio Management:</u>
1	Commitment
2	Protection
3	Clarity
4	Responsiveness
5	Authenticity
6	Relevance
7	Presence
8	Understanding
9	Consistency
10	Differentiation

4) Market Segmentation, Targeting & Positioning (STP200)

No.	Topics Covered
1	From consumer to segment
2	Understanding the demand deeply: market segmentation
3	Finding the right companion: target market
4	Telling who and where you are to the market: positioning

5) Strategic Marketing Management (SMM200)

No.	Topics Covered
1	Understanding Marketing
2	Strategic Marketing Management
3	Business Strategy and Competitive Advantage
4	Market and Environmental Analysis
5	Learning in Marketing Organization
6	Segmenting Markets
7	Targeting and Positioning Strategies
8	Relationship Strategies
9	Generic Strategies
10	Planning for New Products
11	Product Branding and Customer Service Strategies
12	Pricing Strategy
13	Advertising and Sales Promotion Strategies
14	Public Relations and Direct Marketing Strategies
15	Sales Force Strategies
16	Distribution Strategy
17	Strategic Issues in Marketing
18	Designing an Effective Marketing Organization
19	Marketing Strategy Implementation and Control

6) Global Marketing (Emerging Markets & Mature Markets) (GMM200)

No.	Topics Covered
1	Toyota Motor Corporation - Snapshot of a Global Company
2	Global Marketing – Evolution and Concept
3	Screening and Selection of Markets
4	Market Entry and Development Modes
5	Global Marketing Strategy
6	Global Product Strategy
7	Pricing for Global Markets
8	Global Distribution
9	Global Promotion
10	Global Marketing Implementation, Evaluation and Control

FINAL INTEGRATED EXAMINATION
DURATION: 90 MINUTES

EXAM COVERAGE & EVALUATION:

Section-1: Professional Competencies (Level-II).....	10 Marks
5 Multiple choice questions	
Section-2: New Product Development.....	20 Marks
10 Multiple choice questions	
Section-3: Marketing Planning, MEWS & Brand Management.....	20 Marks
10 Multiple choice questions	
Section-4: Market Segmentation, Targeting & Positioning.....	10 Marks
5 Multiple choice questions	
Section-5: Strategic Marketing Management.....	20 Marks
10 Multiple choice questions	
Section-6: Global Marketing (Emerging & Mature Markets).....	20 Marks
10 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.