

Certified Marketing Executive™ Program

The Certified Marketing Executive program awards the "CME" designation, a great door-opener that announces your professional competence and shows to the world that you are a professional marketing executive.



Gain an ever-lasting competitive advantage

- Be recognized as one of the elite marketing executive who are certified from an international Sales and Marketing certification body
- Develop marketing management capabilities and excel as a marketing executive
- Illustrate a high level of professionalism to both coworkers and customers
- Increase your market value and advance your career further
- Be dedicated to continuous improvement

Who should attend?

The SMEI Certified Marketing Executive™ program is ideal certification for:

- Marketing executives, managers and professionals
- Product, Brand and Marketing Communications Managers
- Company owners who takes care of Marketing
- Professionals desiring a career move into marketing management

Sales and Marketing Executive International (SMEI)

SMEI is a professional, non-governmental organization formed in 1935 by leading business visionaries in the United States. SMEI awards professional Sales and marketing certification designations and provides a personal and professional community devoted to providing knowledge, growth, leadership and connections between sales and marketing professionals

CME® Core Competencies

SMEI's CME® certification program is designed to ensure that those completing the program have successfully demonstrated knowledge and understanding of the core competencies required to excel as

a marketing executive. These competencies are prescribed with assistance from Syracuse University, then approved and adopted by the Certified Marketing & Sales Professionals Trustees.

FOUNDATIONS OF MARKETING MANAGEMENT

Strategic Marketing Concepts
Marketing Management
Global Marketing

DEVELOPING MARKETING STRATEGIES

Analyzing Market Opportunities
Market Segmentation and
Positioning

IMPLEMENTING MARKETING STRATEGIES

Product Development and Management
Designing Pricing Strategies
Managing Marketing Channels
Managing Integrated Marketing Communications
Managing Direct and On-Line Marketing
Evaluating Marketing Strategy

PROFESSIONAL SKILLS

Legal
Technology
Communication

ETHICS

CME Certification Process and Study Resources

- Apply for your professional certification, and access SMEI's online learning center which includes a comprehensive e-book, chapter quizzes and other learning resources.
- Complete the CME preparation training Program and earn a Professional Certificate in Marketing Management from Knowledge
- Register for your exam. Your exam must be taken within one year from your application date.
- Pass successfully the CME certification exam
- Receive your **Signed and Gold Embossed CME Certificate from SMEI**

CME Preparation Training Program

Knowledge has developed - with the support of SMEI - this comprehensive marketing management training program that gets you prepared to the CME certification Exam.

Upon completing this program, you will be awarded a **Professional Certificate in Marketing Management** from Knowledge and you will be ready to sit for SMEI's CME Certification Exam.

Learning Objectives

Learn the marketing management know-how that will enable you to:

- Develop marketing plans
- Satisfy customer needs with profitable products and services
- Understand your consumers' buying behavior
- Develop Effective Product and Branding Strategies
- Develop Communication, Pricing and Channeling strategies
- Implement and Control Marketing Programs

Program Structure

Module One: Developing Marketing Strategies

Understanding Marketing Management

- Defining Marketing for the 21st Century
- Developing Marketing Strategies and Plans

Capturing Marketing Insights

- Collecting Information and Forecasting Demand
- Conducting Marketing Research

Connecting with Customers

- Creating Long-Term Loyalty Relationships
- Analyzing Consumer Markets
- Analyzing Business Markets
- Identifying Market Segments and Targets

Module Two: Developing Product and Branding Strategies

Building Strong Brands

- Creating Brand Equity
- Crafting the Brand Position
- Competitive Dynamics

Shaping the Market

- Setting Product Strategy
- Designing and Managing Services
- Developing Pricing Strategies and Programs

Module Three: Delivering and Communicating Value

Delivering Value

- Designing and Managing Integrated Marketing
- Managing Retailing, Wholesaling, and Logistics

Communicating Value

- Designing and Managing Integrated Marketing Communications
- Managing Mass Communications: Advertising, Sales Promotion, Events and experiences, and Public Relations
- Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling

Creating Successful Long-Term Growth

- Introducing New Market Offerings
- Tapping into Global Markets
- Managing a Holistic Marketing Organization

Learning Methodology

Enjoy an entertaining 90-hour of interactive learning full of application workshops, video cases, real-live case studies, group projects and problem-solving exercises.

Reference Book

Marketing Management, 14th Edition

By: Philip Kotler and Kevin Keller

