



CMM

Certified Marketing Manager

Introduction

This Certification Program is a core certification program of the American Certification Institute and the Global Negotiation Institute. This program offers the designation of CMM (Certified Marketing Manager) to candidates who demonstrate their understanding of the fundamentals of the profession through the successful completion of rigorous professional certification examinations based upon the **MARKETING MANAGEMENT BODY OF KNOWLEDGE (MMBOK)**. The MMBOK is supported by six modules of study material for the CMM.

Modules for Certification

Module 1 Marketing Management

Module 2 Consumer Behavior

Module 3 Integrated Marketing Communication

Module 4 Direct and Database Marketing

Module 5 Marketing Research and Strategy

Module 6 International Marketing

Module 7 Contemporary Management

Module 8 Negotiation and Conflict Resolution

Module 9 Leadership and Motivation in Organizations



Examination

The certification program for CMM examination is an 80 question multiple choice examination prepared from the MARKETING MANAGEMENT BODY OF KNOWLEDGE (MMBOK).

Professional Designation

Successful candidates are granted the designation of CMM for. The designation CMM may be used just as similar recognitions are employed in accounting, insurance, medicine, law, and other professions. Either the full expression or the initials may be used after the individual's name on business cards, stationery, etc.