



## **CMP**

### **Certified Marketing Professional**

#### **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 CMP (Certified Marketing Professional) 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 CMP.

#### **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

#### **Examination**

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

Tel: +962 6 5925 180

[www.uiti.co](http://www.uiti.co), [www.uiti.org](http://www.uiti.org)

Mobile: +962 79 66 39138

Email: [iptcc@hotmail.com](mailto:iptcc@hotmail.com), [info@uiti.com](mailto:info@uiti.com), [info@uiti.com](mailto:info@uiti.com)



## **Professional Designation**

Successful candidates are granted the designation of CMP. The designation CMP 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.