



INSTITUTE OF MARKETING MALAYSIA

A SPECIAL PUBLICATION
FOR
CERTIFIED PROFESSIONAL MARKETER
(CPM) ASIA

GRADUATES OF
CLASS 1/2020 & CLASS 2/2020

1st JULY 2021



Endorsed by the national marketing bodies in Asia:



Malaysia



Bangladesh



Cambodia



China



Hong Kong



Indonesia



Japan



Korea



Macau



Mongolia



Myanmar



Philippines



Singapore



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- **One of the "Top Business Schools" in Malaysia** - Ministry of Education (MOE)
- **#1 for the 3 Palms of Excellence category - Excellent Business School with Reinforcing International Influence** - Eduniversal Business Schools Ranking 2020
- Internationally & locally accredited Programmes by **AACSB***, **ABEST21**** & **MQA*****
- Partnerships with highly recognized professional industrial bodies (**IMM, MIHRM, CMI & MAICSA******)
- **Chartered Management Institute (CMI) membership** for MBA graduates
- MBA Graduands will obtain up to 3 certificates (**MBA+CMI+IMM/MIHRM/MAICSA**)
- Our academic staff are **100% Doctorate Holders**
- Full-time & Part-time classes on alternate weekdays & weekends
- Strategically located near Putrajaya and 30 minutes from city centre of Kuala Lumpur. The most rapidly developing areas in Selangor, and is well served and accessible through major highways, LRT, MRT and other forms of public transportation

*Association to Advance Collegiate Schools of Business International

**THE ALLIANCE ON BUSINESS EDUCATION AND SCHOLARSHIP FOR TOMORROW, a 21st century organization

***Malaysian Qualifications Agency

****Institute of Marketing Malaysia, Malaysian Institute of Human Resource Management, Chartered Management Institute & The Malaysian Institute of Chartered Secretaries and Administrators

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SCAN ME



COUNCIL INFORMATION

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Malaysia

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Founder and Executive Chairman
PDL Management Corp (M) Sdn. Bhd.

Hamidah Karim
Managing Director
Prestige Communications

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Ajit Singh Jasbir Singh

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Institute of Marketing Malaysia

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Class 1/2020 & Class 2/2020

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and Staff

CORPORATE BRIEF

The Institute of Marketing Malaysia (IMM) is the only registered Institute in the country established for the purpose of serving the marketing fraternity in Malaysia. Formed under the Society's Act 1979, the Institute has assisted and will continue to assist, train and bring together marketeers from various business and industries with one common goal that is to improve the marketing skills of all its members.

We therefore welcome everyone with a passion in marketing to join the Institute to support, promote and enhance professionalism in marketing.

PRESIDENT'S MESSAGE

Message from
Dato' Sharifah Mohd Ismail
President
Institute of Marketing Malaysia



On behalf of the Institute of Marketing Malaysia and IMM Council, I wish to convey my heartiest congratulations to forty (40) candidates who have successfully passed their CPM (Asia) April 2020 and October 2020 examinations.

We regret that the COVID-19 pandemic has affected IMM's ability to hold any physical events, and we are still faced with various uncertainties surrounding the situation since October last year, and now with stricter imposition of SOPs by the government to curb the infection. Thus, it is still not possible for IMM to hold a Graduation Ceremony. However, I wish to reassure all graduates from the Class of 1/2020 and Class of 2/2020 that you will receive your individual Certification Awards by post in due course.

I am truly happy that all your hard work and determination to obtain this prestigious certification will offer you fulfillment in your respective careers. We are proud to have Sixteen (16) officers from KPJ Healthcare Berhad and regional KPJ Hospitals on the achievement list.

Today, there are almost 2,000 graduates of CPM from all over Asia. I am proud to say that IMM has played an important role in contributing to the increasing number of CPM (Asia) graduates in Malaysia. It is my sincere hope that the Institute of Marketing Malaysia will continue to receive support from our members and the industry to grow as an organisation.

Once again, congratulations to all our CPM (Asia) graduates from the Class of 1/2020 and Class of 2/2020. May you continue to secure greater success in your careers.

My thanks to our trainers, Council members and staff of IMM for their dedication and commitment in ensuring the success of organizing the CPM (Asia) training programme, classes and examinations which were all held online.

With all good wishes,

DATO' SHARIFAH MOHD. ISMAIL



Congratulations

TO ALL OUR CPM (ASIA) GRADUATES OF
CLASS 1/2020 & CLASS 2/2020



CLASS 1/2020

- 1 CHRISTINA TAY YI JIE
- 2 PROF. DR. HUAM HON TAT
- 3 LAM KOK YOONG
- 4 MA BIN
- 5 NOAH ARPUTHARAJ A/L NHANAM
- 6 DR. NORIZAN BIN MAT SAAD
- 7 ROHASDEEN BIN ROSLI
- 8 ZHANG BING

CLASS 2/2020

- 1 AHMAD ASHRAF BIN ABDUL MOES
- 2 AMAL MAHFOUDH HEZAM ALHAKIMI
- 3 CHAMPIKA PRASAD GURUGE
- 4 CLAIRE KEOW MEI-YIN
- 5 EDWARD LEE KUAN MUN
- 6 ERIC BEH CHOON SIANG
- 7 FAIZUDDIN BIN YUSOF
- 8 HARIS HILMAN BIN AHMAD HUSNI
- 9 HIEW CHU CHIEN
- 10 JUHANIS BINTI JOHARI
- 11 KEW KAI LI

- 12 KHALIFAH BINTI MOHAMAD KHALIL
- 13 LOW SONG WEI
- 14 DR. MOHD FARID BIN SHAMSUDIN
- 15 MOHD KHAIRUDDIN BIN KHUDRI
- 16 MUHAMMAD AHIRUL BIN AHIRUDIN
- 17 NAZRIHAMDAN BIN AB TALIB
- 18 NOOR AKMAL BIN KHAZALI
- 19 NOOR HAFIZAN BINTI MOHD NOOR
- 20 NUR AISHAH BINTI KHALID
- 21 NUR ZAHIRAH BINTI SHAHRUDIN
- 22 DR. PAVANDEEP SINGH DHILLON
- 23 RISMAYANI PUSPITA SARI
- 24 RUSSELL TEO KWANG MING
- 25 DATIN SABARIAH FAUZIAH BINTI JAMALUDDIN
- 26 SHARIFAH SHAZA BINTI SYED ABDULL AZIZ JAILANI
- 27 TAN LI YING
- 28 THERESA YU SZE HUEY
- 29 DR. TING DING HOOI
- 30 YAP ENG YIN
- 31 ZALIFAH YASMIN BINTI IBRAHIM
- 32 ZARINA BINTI ZAINAL ABIDIN

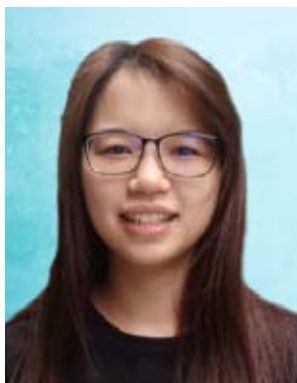
FROM ALL OF US AT



INSTITUTE OF MARKETING MALAYSIA



GRADUATES CLASS 1/2020



Christina Tay Yi Jie

Rexco Tech Sdn Bhd
Internal Support



Thank you IMM for having this CPM (Asia) program. By participating in this program, I'm able to learn a lot of marketing knowledge and skills which can apply in my current workplace.



Prof. Dr. Huam Hon Tat

Putra Business School
Professor



I would like to express my gratitude to Putra Business School (PBS) and Institute of Marketing Malaysia (IMM) for giving me the opportunity to participate in CPM (Asia) program. This program was very insightful, interactive and very useful. It offered the perfect opportunity to keep me on the cutting edge of any new developments in marketing.



Lam Kok Yoong

Furutech Electrical Sdn Bhd
Product Engineer, Sales & Marketing



My CPM journey is indeed a special one to remember. It helps to build and enhance my knowledge in terms of marketing and social environment. Due to my engineering background during degree, it is a great opportunity for me to explore in a different field which makes me who I am today.

Thank you IMM for the endless support, guidance and encouragement along the way.



Ma Bin

Marketing Consultant
Geely Automobile



Although it is not easy for me to master marketing knowledge proficiently, I still love this interesting subject. My CPM journey was happy and unforgettable. With the help and encouragement of lecturers and my classmates, I enriched my marketing knowledge. I believe that this will bring great help to my future career.



Noah Arputharaj A/L Nhanam
Duromac (M) Sdn Bhd
Industrial Product and Sales Manager



I am truly glad to have the opportunity to participate in this CPM examination as the journey have taught me on ways of adaptation of business and marketing tools to the current situation of business world. This have greatly benefitted me to be able to contribute significantly to my company in this crucial moment. I thank Putra Business School and Institute of Marketing Malaysia for this wonderful opportunity.



Dr. Norizan Bin Mat Saad
Putra Business School
Associate Professor



My CPM journey was an eye opener as the content is very much up-to-date with the current issue of marketing during pandemic which call for marketers to change accordingly. It shows that the CPM courses are dynamic and practical for both the academia and practitioners. I really appreciate the experience and would like to thank IMM and all the trainers and staff that enable me to excel.



Rohasdeen Bin Rosli
SEGi University
Director International Office



As a person heading the International Office at SEGi University, a broader understanding on international relationships, market place, networks, policies and cultures are the most critical component in sustaining global education business nowadays. CPM (Asia) program helped heighten my knowledge and understanding of the international business especially from the marketing point of view. IMM proven successful in accelerating your intelligence to the next level. Try it!



Zhang Bing
Putra Business School
MBA Student



My CPM journey is so rewarding as I learned a lot. Despite the pandemic and being able to only participate online classes we still received the best from the trainers of IMM and PBS.
Thanks to everyone involved during my CPM journey.



GRADUATES CLASS 2/2020



Ahmad Ashraf Bin Abdul Moes

Bank Kerjasama Rakyat
Executive



My CPM journey was intense yet elating, and indeed a remarkable journey. CPM has provided me an opportunity to learn and adapt the current marketing practice and business strategies in Asia. It was a great exposure and experience in developing my marketing and critical thinking skills to be a Certified Professional Marketer. Thanks, IMM and Putra Business School.



Amal Mahfoudh Hezam Alhakimi

KPJ Healthcare
Senior Corporate Executive



It was a new experience to take up online courses and I was glad that it went well. I gained a lot of knowledge from Ms. Shanti and other lecturers especially in the breakup rooms and presentations. It was an adventurous journey for me though there were challenges to find a good place to attend the online course and to sit for the exam. Indeed, a good achievement for me in the year 2020.



Champika Prasad Guruge

20Cube Logistics Sdn Bhd
Manager – International Business



"If the opportunity doesn't knock, build a door". I built my door with the support of IMM and I offer my heartfelt gratitude to Dato' Sharifah, who lift me up with her endless support. It was a fruitful & memorable lifetime experience. Thank you IMM and my parents for pushing me to heights that I never thought possible.



Claire Keow Mei-Yin

Game Changer International PLT
Managing Consultant



I enjoyed my journey towards this certification because I acquired practical experiences and my teammates were so collaborative and supportive. It is not easy to find something that is practical and relevant nowadays. CPM is a highly reputable certification that every business professional should possess in order to be better in their business. Upon certification, I became more confident to conduct trainings especially for overseas market as I am more skillful and knowledgeable. I sincerely want to thank IMM for the support rendered by the amazing IMM team.

**Edward Lee Kuan Mun**

Yara International (M) Sdn Bhd
Area Manager



My submission made it just in time. I was determined to make the best out of it. Fast forward to a few classes later, the nerves dissipated. I quickly gained exposure to the many facets of marketing, which gives structure to my commercial experience. It also helps to prepare me for the challenges and opportunities in my journey. I am grateful to have met people from many walks of life, to share their experiences and to discover that there can be many possibilities of the path ahead.

**Eric Beh Choon Siang**

KPJ Healthcare (KPJ Penang Specialist Hospital)
Marketing Manager



My journey here really gave me a good enjoyment of study life. The lecturers were very kind and helpful that they are always ready to teach and help. Rather than a speaker, they were our very good friends. Besides the good preparation of the teaching materials, they would continuously encourage us to think more and express our ideas. We had a lot of discussions in class, where we would communicate our thoughts to our team members together.

**Faizuddin Bin Yusof**

KPJ Healthcare (KPJ Klang Specialist Hospital)
Marketing Manager



It has been a wonderful journey for me throughout the CPM (Asia) Certification. It makes me feel that marketing is one of the very few professions where creativity is very valued and needed in every step. "Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating customer value" – Philip Kotler.

**Haris Hilman Bin Ahmad Husni**

A & A Scientific Resources Sdn Bhd
ESH Sales Consultant



A & A SCIENTIFIC
RESOURCES
SDN BHD



My CPM journey has been an unforgettable one. Juggling work and studying was not an easy task, especially during the Covid-19 pandemic. Having to sit for online test was indeed overwhelming yet fruitful experience. I have learned that marketing is about implementation rather than theories we learn in class. With such knowledge, I hope to apply them at my own start-up, Agri Wise Resources someday.



GRADUATES CLASS 2/2020



Hiew Chu Chien

Loong Hing Trading Co. Sdn Bhd
Assistant Production Manager



During the MCO period, many industries are facing great challenges. Thanks to IMM for the great opportunity in providing the platform to gain more knowledge in digital marketing and updates to overcome the current situation. It would be of great use in my future career and life journey.



Juhanis Binti Johari

EFTECH Drilling Solutions Sdn Bhd
Engineer



Oprah Winfrey once said, "If it doesn't feel right, don't do it." And this journey definitely feels right. I am glad I took the challenge to go through it. It's a thrilling battle that I won't forget in my entire life. Thank you to PBS and IMM for providing me the great opportunity.



Kew Kai Li

Exact Analytical Sdn Bhd
Sales Director



The CPM journey is intensive and fruitful. Although the course was conducted online due to the pandemic, the sharing experience was mind-blowing. It is a great experience to learn from the expert and marketers from different industries. Sincerely, I would like to express my highest gratitude to IMM and PBS for guiding me to be a Certified Professional Marketer.



Khalifah Binti Mohamad Khalil

KPJ Healthcare
Marketing Executive (KPJ Damansara Specialist Hospital)



My CPM (Asia) Journey with IMM has been a wonderful experience as it allows me to share my experience, proficiency and enthusiasm to succeed amongst my peers. The knowledge gained throughout CPM (Asia) program is precious and certainly beyond textbooks.



Low Song Wei

Oriental Housetop Sdn Bhd
Product Specialist



Thanks to IMM for the positive personal development that I have achieved. As the saying goes, "Marketing is a race without a finishing line".



Prof Dr. Mohd Farid Shamsudin

UniKL
Head of Research and Innovation



I completed my doctoral program way back in 2012. As an educator, it is a need for upskilling in order to deliver better. Hence, I decided to challenge myself to sit for the CPM modules. The syllabus was up to date and relevant for the current situation and I managed to complete the whole module. The exam was very high standard which explains why many people from the industry aim to be a CPM. It was also an opportunity for me to extend my networking with all the people from the industry. Overall, it is indeed one of my best experiences. I recommend educators to pursue CPM, and I would say the investment is certainly worthwhile.



Mohd Khairuddin Bin Khudri

KPJ Healthcare
Deputy Manager



Alhamdulillah. My journey throughout the CPM programme with IMM is about making sense of my own journey through life and especially work experience. The vast work experience shared by the CPM fraternity was cleverly summarized. In fact, it was put into perspective by our trainer with current trends in marketing tools and performance monitoring tools. I truly feel blessed and fortunate to be in the IMM and CPM fraternity.



Muhammad Ahirul Bin Ahirudin

PetraNews
Editorial Executive: Advertising and Marketing



My journey to obtain this prestigious certificate although with challenges, it is possible to experience learning and fun together in a lovely package. The case studies and exams are up to date to current topics making it relatable and therefore, a boon to learn especially since the instructors and guidance are professional and comprehensive. Big thanks for all the guidance and help I received from passionate instructors as well as the President of IMM herself, Dato Sharifah Mohd Ismail for her passionate guidance and gestures.



GRADUATES CLASS 2/2020



Nazrihamdan Bin Ab. Talib

KPJ Healthcare (KPJ Kajang Specialist Hospital)
Head of PR & Marketing



The knowledge and experience gained during my learning journey in the CPM helped me in implementing overall marketing. Thank you IMM for providing such a great platform and to the KPJ management team who have encouraged me to learn more in the field of marketing.



Noor Akmal Khazali

PROTON
General Manager



An investment in knowledge always pays the best interest.

Thank you, PBS and IMM.



Noor Hafizan Binti Mohd Noor

KPJ Healthcare
Corporate Manager



CPM IMM course was the best decision I made in 2020 as I wanted to learn from the best practice in Marketing. I believe that I have accomplished and acquired some useful insights and upskilling knowledge during the Covid-19 pandemic period, despite the MCO taking place throughout the CPM journey. It is never too late to learn and get an education, be it physical or online based. Moving forward, the knowledge and experience I have gained from this course will better prepare me to face the challenges in marketing especially in the Malaysia healthcare scene and beyond.



Nur Aishah Binti Khalid

KPJ Healthcare
Deputy Manager



My CPM journey was great and truly remarkable. The course has certainly enhanced my critical thinking & outlook on the current marketing approaches, tools, strategies and how they can be applied in more effective ways in this new era of leading organisational changes. Thank you to KPJ for giving me the opportunity to pursue this certification and I hope it will enhance my career journey and being recognised as a marketer who has achieved professional standards.



Nur Zahirah Binti Shahrudin

KPJ Healthcare (KPJ Sentosa KL Specialist Hospital)
PR-Marketing In-Charge



At the beginning, I did not expect that I would participate in the CPM Programme. I am glad that I was able to complete this programme successfully. This programme can develop myself how to deal with marketing in the current situation and at the same time can improve my career too. It was a short journey but I really enjoyed completing this course. Thank you IMM for your support and guidance.



Dr. Pavandeep Singh Dhillon

KPJ Healthcare (KPJ Damansara Hospital)
Clinical and Operations Manager



Deciding to sign up for this program was the best decision I made in 2020. There were absolutely no regrets, even though I opted to go into this myself as a private candidate instead of my organization sponsoring me. Presenters were very engaging and the topics of discussion were very interesting. IMM too has been very helpful and always looked into the needs and request by the candidates as we were trying to navigate our classes with our full-time jobs. Thanks so much guys.



Rismayani Puspita Sari

KPJ Healthcare
Senior Corporate Executive



This course is quite interesting and challenging yet IMM has managed to teach us through online class smoothly. It really does enhance our skills especially on how marketers should create a comprehensive research before they start to market their products or services. This is to ensure the strategies will satisfy customer satisfaction and sustain the business. A very useful upskilling course to attend for years ahead. Thank you to all IMM team for their untiring support.



Russell Teo Kwang Ming

KPJ Healthcare
Senior Corporate Manager



It was a challenging journey to embark CPM during this pandemic period, whilst we juggle the challenges on our work in office or from home, CPM classes and exam. Nevertheless, with the support of IMM team, colleagues and family, we have managed to get through the journey. CPM is a worthwhile pursue that enables us to bolster and strengthen our marketing knowledge that we have received previously. Thank you.



GRADUATES CLASS 2/2020



Datin Sabariah Fauziah Binti Jamaluddin

KPJ Healthcare
Vice President (II)



The CPM (Asia) journey has been an eye-opening experience from the perspective of marketing in Asian countries. Marketing remains as a dynamic subject and its application is highly reliant on the traits of respective countries. We would like to accord our sincerest gratitude to IMM's leadership and its impeccable team for providing us with a remarkable and insightful experience.



Sharifah Shaza Binti Syed Abdull Aziz Jailani

Affin Hwang Investment Bank Berhad
Senior Associate, Corporate Planning, Sales and Marketing



CPM has broadened my knowledge on Asian Region Countries' economics, social and demographic issues, and how successful businesses in Asia have responded to these trends with their strategic undertakings. Learning materials and group sessions in the program revealed the need for Marketing as a strategic business function, for all types of businesses. Furthermore, I was privy to the best practices across various industries that allowed me to develop a better sense for Marketing - specially to adapt with the unprecedented times given the current pandemic where an innovative mind-set is key. Thank you IMM for this golden opportunity.



Shanice Tan Li Ying

Rousselot (M) Sdn Bhd
Marketing & Sales Executive



Extending my sincere thanks to IMM in providing me with necessary knowledge and techniques to further apply and contribute to the industry which I am involved. In fact, it is not limited to marketing strategies but also other practical knowledge aligned with the current global market development. I appreciate the experiences that I have gained throughout the learning journey.



Theresa Yu Sze Huey

KPJ Healthcare (KPJ Ampang Puteri Specialist Hospital)
Marketing Manager



This is my first time taking a professional programme virtually and had online examination. It was a new and valuable experience for me. I am glad that I was given this opportunity from my company to pursue CPM. I have gained the knowledge which I need to advance my career. It is also proven that I am well equipped to take on modern marketing challenges. Big thanks to IMM for all the guidance and support along the way.



Dr. Ting Ding Hooi
Universiti Teknologi Petronas (UTP)
Associate Professor



It was a challenging journey to be a student again and to sit for exams. The journey was indeed memorable. Heartiest gratitude to trainers and IMM staff, who have been very helpful, resourceful, and responsive.



Yap Eng Yin
Cigna International Health Services
Claim Analyst



Marketing is more than just selling and promotion. Being the heart of a business, marketing is about having a strategic campaign that matches consumer needs, with measurable results. The journey in pursuing CPM gave me valuable insight into marketing management, as well as marketing analytic skills. The professors have often been a huge source of support and inspiration. Thank you, PBS, and IMM for providing such an excellent platform!



Zalifah Yasmin Binti Ibrahim
KPJ Healthcare (KPJ Seremban Specialist Hospital)
Head of Services



This was a short yet informative course. Keeping abreast on new marketing methods and strategies are very important for all marketers and this course has definitely fulfilled the marketers' need. Not only we learned the need to have impeccable skills in data interpretation but also to turn analytics into strategy. The dedicated trainers and IMM staffs are very helpful throughout the course. Thank you so much IMM for this eye-opening course.



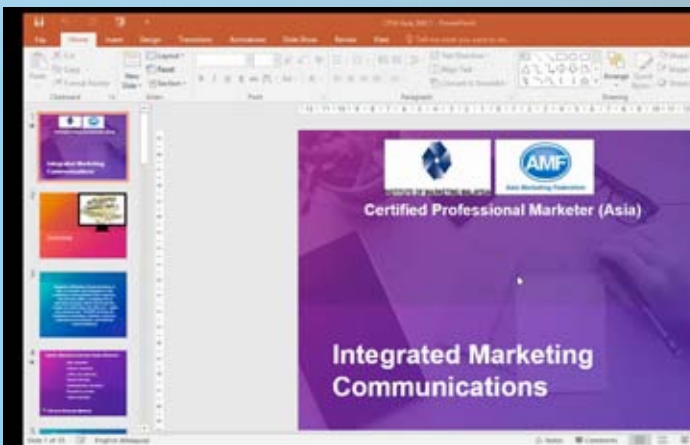
Zarina Binti Zainal Abidin
KPJ Healthcare (KPJ Ipoh Specialist Hospital)
Head of Marketing

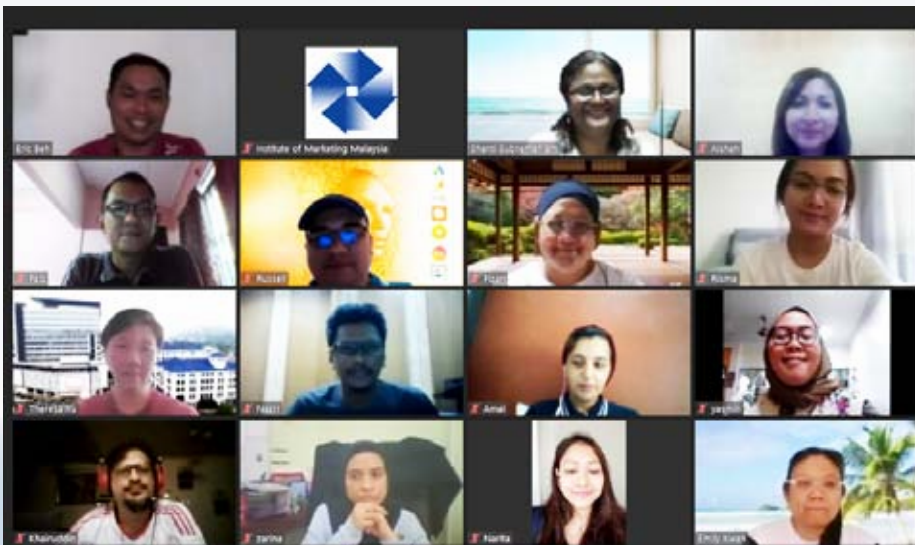


Attending an online class during a pandemic is something that has never crossed my mind. Thank you IMM for making it possible and the new norm of learning is certainly eye-opening. New way of learning, new way of doing marketing, very interesting and just right on time!



GRADUATES JOURNEY





CPM (ASIA) CLASS 2/2020

INTRO TO ASIA BUSINESS & ASIA MARKETING MGMT

Saturday
17th Sept 2020
9:00am - 1:00pm
(Online - via Zoom)

Dr. SITI HANIS
Marketing Institute of Asia
President, Institute of Marketing Malaysia

CPM (ASIA) CLASS 2/2020

ASIA'S MARKETING STRATEGY

Saturday
17th Sept 2020
2:00pm - 5:00pm
(Online - via Zoom)

Dr. SITI HANIS
Marketing Institute of Asia
President, Institute of Marketing Malaysia

CPM (ASIA) CLASS 2/2020

ASIA'S INTEGRATED MARKETING COMMUNICATIONS

Saturday
17th Sept 2020
9:00am - 1:00pm
(Online - via Zoom)

Dr. SITI HANIS
Marketing Institute of Asia
President, Institute of Marketing Malaysia

CPM (ASIA) CLASS 2/2020

INTEGRATED MARKETING COMMUNICATIONS

BY
Ms. SHANTI SUBRAMANIAM

Saturday
17th Sept 2020
2:00pm - 5:00pm
(Online - via Zoom)



CPM (ASIA) Class 2/2020

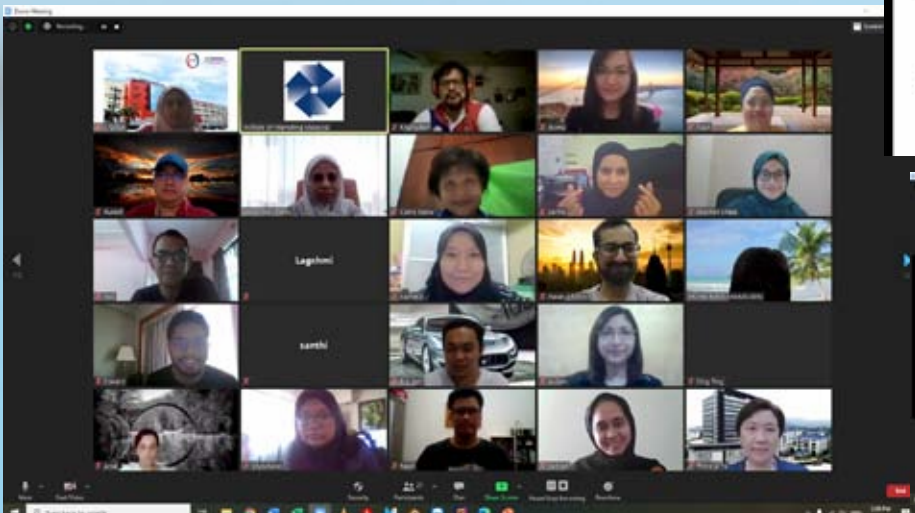
Mr. MICKEY HEE
AMA, AMA, AMBA, ACCA, AICPA, AICPA, ACCA

Marketing Institute of Singapore

ASIA BUSINESS

Saturday
17th Oct 2020
9:00am - 1:00pm
(Online - via Zoom)

ASIA MARKETING MANAGEMENT



INSTITUTE OF MARKETING MALAYSIA

AMF

MODULES

Basic Modules

- Marketing Strategy
- Marketing Research
- Integrated Marketing Communications

Compulsory Modules

- Asia Business
- Asia Marketing Management





FROM THE GALLERY





Overview of CERTIFIED PROFESSIONAL MARKETER (CPM) ASIA

What is CPM (Asia) all about?

The CPM (Asia) is the highest recognition of marketers who have attained a competent level of academic and practical understanding of marketing in the Asia region. The certification designation demonstrates that you are a professional. Certification announces your professional competency, achievement of high standards of experience, knowledge and conduct to your employer, clients or customers, and to your peers in the marketing profession in Asia.

CPM (Asia) is conferred by the Asia Marketing Federation (AMF) of which the National Marketing Bodies of seventeen (17) countries are members including the Institute of Marketing Malaysia (IMM).

Benefits of Professional Certification

- Achievement - Not all who engages in marketing will gain a certification, making it an accomplishment.
- Professionalism - Your value will be increased as the status signifies to others you have a high level of professionalism.
- Recognition - CPM (Asia) professionals will get a personalized certificate and the privilege of using the CPM (Asia) designation on your letterheads and business cards.
- Knowledge - Certification will improve the value of your understanding of marketing in the Asia region.
- Leadership - Through certification, you demonstrate adherence to continuous improvement and high standards of professionalism

Who Has Been Awarded (CPM) Asia?

More than 1,900 marketers have been certified and awarded CPM (Asia) in ten (10) Asian countries. They come from multinational corporations to local SMEs, government agencies as well as students and academicians from Institutions of Higher Learning. Successful candidates will have a global network of other CPM (Asia) colleagues through their active participation in the programmes and activities of their respective National Marketing Association.

How Can You Become A Certified Professional Marketer?

You must:

1. Possess at least Three (3) years of practical marketing experience in any of the Asian countries, and
2. Successful completion of the CPM (Asia) Qualifying Examination.

The Qualifying Examination covers the following subjects:

- a) Marketing Research
- b) Integrated Marketing Communications
- c) Marketing Strategy

The two (2) compulsory subjects are:

1. Asia Business
2. Asia Marketing Management

Exemption for Prior Academic Achievements and Work Experience

Exemption may be granted for Marketing Research, Integrated Marketing Communications and Marketing Strategy for related work experience and previous qualifications, on a case-per-case basis.

Examination Format

The examination for the two (2) compulsory subjects are as follows:

1. Asia Business - Essay questions (closed book format)
2. Asia Marketing Management - Case study (closed book format)

These examinations are held twice a year in April and October respectively.

The Institute of Marketing Malaysia (IMM) will provide courses that prepare candidates to take the CPM Qualifying Examination as well as the two (2) compulsory subjects.

Overview of CERTIFIED PROFESSIONAL MARKETER (CPM) ASIA

Award of the CPM (Asia) Status

Holders of the CPM (Asia) professional qualification are entitled to use the designation “CPM (Asia)” on their business cards and letterheads. In order to continue to use this designation, holders of the CPM (Asia) qualification have to continue to be members of AMF. To be a member of AMF, individuals need to be members of their local marketing association, which in this instance is the Institute of Marketing Malaysia (IMM), the national body for sales and marketing professionals and practitioners in the country.

Once you enroll on the CPM (Asia) Certification programme you will be awarded Life Membership of IMM.



CPM Qualifying Examinations
Certificate



CPM Status Certificate

CPM (ASIA) GRADUATES: 1995 – DECEMBER 2020

NO	COUNTRY	NUMBER OF GRADUATES
1	SRI LANKA	798
2	INDONESIA	443
3	SINGAPORE	309
4	MALAYSIA	166
5	HONG KONG	82
6	PAKISTAN	75
7	THAILAND	74
8	PHILIPPINES	29
9	JAPAN	5
10	TAIWAN	4
TOTAL:		1,985

*Updated as at December 2020



INSTITUTE OF MARKETING MALAYSIA

28TH COUNCIL MEMBERS 2019-2021



Seated (Left to Right):

Tengku Nila Putri Binti Tengku Ilham, Prof. Datuk Dr. Marimuthu Nadason, Dato' Sharifah Mohd Ismail, Mohamed Sallauddin Bin Hj Mohamed Shah, Fairuz Muchtar.

Standing (Left to Right):

Siti Badarny Shamsaifah Hassan, Maznah Salleh, Dr. Santhi A/P Govindan, Haslina Binti Azlan, Nitthiyanathan A/L Lachumanan, Dato' Dr. Mohd Radzi Bin Abd Latif, Sarah Tan Mee Loo, Franky H.F. Chong, Noor Mohamed Bin Mohamed Yunus, Ajit Singh Jasbir Singh.

IMM's Management and Operations

The management of the Institute is invested in a Council which is responsible for the financial and general affairs of the Institute. The 15 Council Members are individuals representing various sectors and industries as well as academicians and entrepreneurs. The Council Members are elected and their services are on voluntary basis. The operation is based on income derived from membership fees, publication as well as training and education programs managed and provided by the Institute.

IMM STAFF



Shafiz Ridzuan



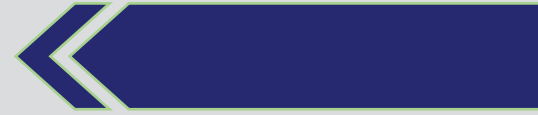
Rahimah Abd. Kadir

The office of the Institute is managed by two (2) full time/ part time staff responsible for all matters pertaining to membership, training, events, administration & finance as well as other special projects undertaken by the Institute.



INSTITUTE OF MARKETING MALAYSIA

(Malaysia's sole non-profit organization for Sales and Marketing Practitioners and Professionals)



JOIN US AS A MEMBER TODAY!

CORPORATE MEMBERSHIP



Open to companies, organizations, enterprises and Institutions of Higher Learning.
Various benefits for organization and employees for professional development and international benchmarking.
Five (5) nominees/representatives from the organization will be accorded the status of individual membership of IMM.
Opportunity to serve the Council and contribute to the profession, industry and country.
First time registration: RM500.00 Annual Membership Fee: RM2500.00

INDIVIDUAL MEMBERSHIP



Open to all Malaysians with a passion or interest in Marketing.
Various benefits for professional and personal development, networking opportunities as well as upskilling and reskilling of marketing knowledge and skills.
Opportunity to serve the Council and contribute to the profession, industry and country.
First time registration: RM75.00 Annual Membership Fee: RM100.00

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Open to all students from Institutions of Higher Learning.
Opportunity to chart their route towards a professional marketing certification programme.
Exposure to the marketing fraternity and industry.
Opportunity to acquire advanced marketing knowledge and skills.
Opportunity for internship/practical training @ IMM.
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MEMBERSHIP BENEFITS



Discounted rates for seminars, conferences and various training programmes.
Networking opportunities with other professionals locally and internationally.
Join our webinars with renowned speakers from around the region, locally and internationally.
Have access to our Trainer's/Speaker's online presentation notes and sharing session.
Received news on latest marketing trends and many more.
Entitled to use the designatory letters MIMM after their names on business card/letterhead, etc.

FOR ENQUIRIES AND REGISTRATION PLEASE CONTACT:



INSTITUTE OF MARKETING MALAYSIA



www.imm.org.my



03-7874 3089 / 03-7874 6726



imm.malaysia@gmail.com





Asia Marketing Federation



INSTITUTE OF MARKETING MALAYSIA



CERTIFIED PROFESSIONAL MARKETER - CPM (ASIA)

Intake October 2021

April 2022 & October 2022

Certified Professional Marketer - CPM (Asia) is the highest recognition of marketers who have attained a competent level of academic and practical understanding of marketing in the Asia region.
The professional status is conferred by **ASIA MARKETING FEDERATION**.

Endorsed by National Marketing Bodies of



Route to CPM (Asia)

2 - Compulsory Subjects

Asia Marketing
Management

Asia Business

Marketing Strategy

Integrated Marketing
Communications

Marketing
Research

Exemption of these three (3) subjects are given to those with more than three (3) years working experience in a marketing related discipline.



October 2021

Examination

19th & 21st October 2021

Closing Date

1st September 2021

2022 Sessions

Examination

26th April & 28th April

Closing Date: 1st March

25th & 27th October

Closing Date:

1st September

A member of:



Supported by:



For enquiry and registration please contact:

INSTITUTE OF MARKETING MALAYSIA

Tel: 03 – 7874 3089 / 03 – 7874 6726 Fax: 03 – 7876 3726

Email: imm.malaysia@gmail.com