

CERTIFIED PROFESSIONAL MARKETER - CPM (ASIA)

INTAKE: April & October 2024

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 the national marketing bodies in Asia:



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.



2024 Session

Registration Closing Date: 1st March

Examination

7th May & 9th May

Registration Closing Date: 1st September

Examination

15th & 17th October

A member of:



**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



INSTITUTE OF MARKETING MALAYSIA



Asia Marketing Federation

Certified Professional Marketer - CPM (Asia)

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INTRODUCTION

ABOUT INSTITUTE OF MARKETING MALAYSIA

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 marketers from various businesses and industries with one common goal and that is to improve the marketing skills of its members. It is aimed to also provide a valuable platform for the exchange of marketing knowledge and information that is essential for networking purposes amongst marketeers and other professionals.

Vision

The Institute's vision is to be the only leading non-profit professional body for sales and marketing practitioners in the country.

Mission

As the national professional body for sales and marketing practitioners, IMM's mission is to promote marketing as a philosophy of business, to enhance the professional standards of marketing practices and to be the leading centre for marketing in the region.

Training and Education

As a Training provider registered with Pembangunan Sumber Manusia Berhad (PSMB) since December 2006, IMM has organized several training programmes, seminars, conferences and workshops which are HRDCorp claimable through various schemes such as SBL, SBL-KHAS and others for the benefit of our members.

CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA)

Many programmes have since been developed among which is the **Certified Professional Marketer – CPM (Asia)**. The CPM (Asia) is the formal endorsement of professional status for marketing professionals who have already attained a competent level of academic and practical understanding of marketing in the Asia region. This professional status is conferred by Asia Marketing Federation (AMF) and currently is endorsed by the national marketing bodies of eighteen (18) countries in Asia.

ABOUT ASIA MARKETING FEDERATION (AMF)

The AMF was established with the objective of furthering economic development in Asia through regional co-operation in information exchange on new marketing concepts and experience, technologies and research. Members of the AMF currently comprise the national marketing associations (NMAs) of eighteen (18) countries namely Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, Korea, Macau, Malaysia, Mongolia, Myanmar, Nepal, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam. The AMF education headquarters is based in Singapore.

Asia is a volatile region with rapid changes occurring continuously. It is therefore imperative to have an understanding of the current business practices within the market of Asia and make projections of future trends.

International Affiliation

IMM is a member of the Asia Marketing Federation (AMF), a recognized body which was set up in 1991 and now made up of eighteen (18) national marketing bodies from the Asia region.

Country members of AMF are Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, Korea, Macau, Malaysia, Mongolia, Myanmar, Nepal, Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam.

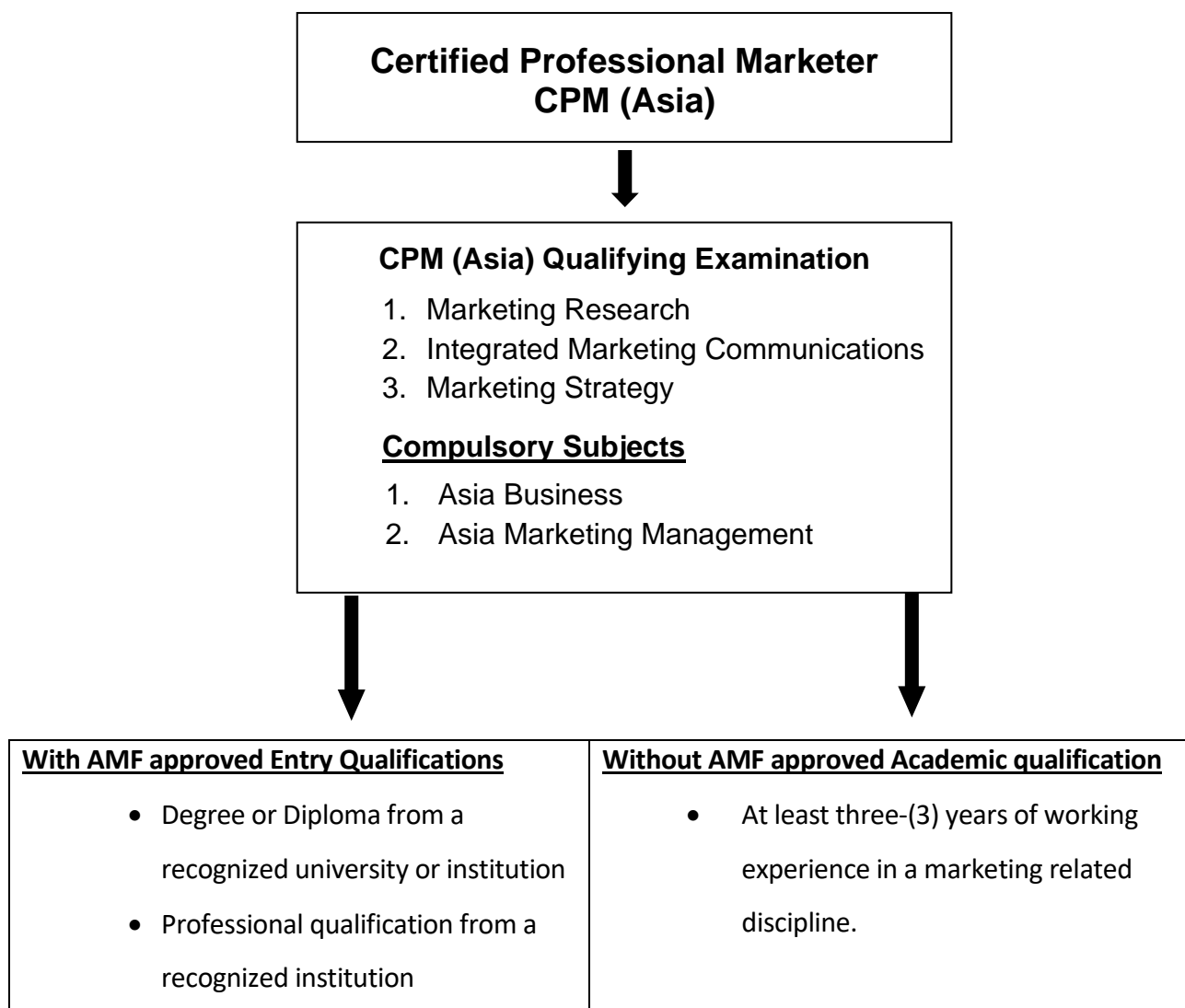
IMM and its members currently have global access to a truly international platform for marketing networks, which is a valuable infrastructure for building businesses in the emerging borderless world.

Your Route to the CPM (Asia) Status

To obtain this professional status, marketers are required to:

1. Successfully complete the CPM (Asia) qualifying examinations and
2. Possess at least three (3) years of practical marketing experience in any of the Asian countries.

The AMF reserves the right to vary the above requirements and selection at their sole discretion.



The qualifying examination covers the following subjects:

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

The National Marketing Associations (NMAs) of AMF member countries can grant exemption for three (3) subjects namely **Marketing Research, Integrated Marketing Communications** and **Marketing Strategy** on the basis of working experience and academic qualifications as follows: -

1. Candidates have more than three (3) years of working experience related to the above THREE (3) subjects /contents.
2. Candidates who have qualifications which are related/equivalent to the above THREE (3) subjects.
3. Candidates who fall under either Category 1 & 2 or combination of both.

Candidates who are not granted exemptions may undertake course(s) conducted by the respective NMAs, if available, or undergo related training programmes approved by the local marketing bodies.

Evidence of past academic qualifications and course exemptions should accompany the CPM Examination Application Form. All examination application form shall be checked and endorsed by the respective national marketing association.

Examination

The CPM Education Headquarters in Singapore is responsible for the registration and administration of the examination for the TWO (2) compulsory subjects of ASIA BUSINESS and ASIA MARKETING MANAGEMENT. These examinations are held twice a year.

For 2024 the examination dates are as follows:

EXAMINATION	May (Closing Date: 1st March 2024)	OCTOBER (Closing Date: 1st September 2024)
ASIA BUSINESS	7th May 2024 (Tuesday)	15th October 2024 (Tuesday)
ASIA MARKETING MANAGEMENT	9th May 2024 (Thursday)	17th October 2024 (Thursday)

The Examination Unit of the Marketing Institute of Singapore Training Centre (MISTC) conducts the compulsory subject's examination.

Examination Format

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

1. Asia Marketing Management - Case study / Course work (Assignment Based)
2. Asia Business - Course work (Assignment Based)

Conduct of Examination

Starting from 2024 the CPM Certification will be evaluated on Assignment based coursework replacing the past format of written exam. Candidates will be given one (1) month to submit their assignment from date of coursework assigned. The examinations for the TWO (2) compulsory subjects shall be conducted under the strictest standards. Each national marketing association is to appoint an examination proctor who shall be responsible for the receipt, conduct and return of examination scripts. Examination Unit shall communicate with the appointed proctor on examination instructions, question paper, answer scripts and stationeries. Officers of the NMA can be appointed as proctor.

Examination Results

There are two examinations annually – April and October. Examination results will be sent to the candidates about eight (8) weeks after the end of the examinations. Candidates who have failed any subject/s may register for any of the future public examinations.

The decision of the Board of Examiners and the AMF Education HQ concerning the results will be final and no correspondence will be entertained.

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 a member of their local marketing association which in this instance is the Institute of Marketing Malaysia (IMM), the national marketing body for sales and marketing professionals and practitioners in the country. Members of all local marketing associations are members of the AMF.

Upon your enrolment in CPM (Asia) Certification Programme you will be awarded Life Membership of IMM.

CPM FEE STRUCTURE

(HRDCorp Claimable under SBL KHAS scheme)

To claim under SBL KHAS scheme, participant must participate under individual subjects independently. Course Fee will be by per subject basis as listed below:

Course fee for Full 5 subjects (HRDF Claimable)		
SUBJECT	CODE	COURSE FEE
Marketing Research (2 Days)	CPM 001	RM 2,000.00
Integrated Marketing Communications (2 Days)	CPM 002	RM 2,000.00
Marketing Strategy (2 Days)	CPM 003	RM 2,000.00
Asia Business – Compulsory Subject - Course work (Assignment Based) (2 Days)	CPM 004	RM 4,000.00
Asia Marketing Management - Compulsory Subject - Case study / Course work (Assignment Based) (2 Days)	CPM 005	RM 4,000.00
Total in RM:		RM 14,000.00
Above Fees are inclusive of:		
<ol style="list-style-type: none">1. Trainer's fee2. Training materials3. A copy of "Asian Competitors" and "Marketing for Competitiveness" book4. Training facilities for:<ul style="list-style-type: none">• Five (5) modules (10 days course)5. Examination fees for TWO (2) compulsory subjects.6. Marking fees for TWO (2) compulsory subjects.7. One-time IMM/AMF registration fee.8. IMM Life Membership fee.9. CPM Status fee.10. CPM Certificates + IMM Folder		

(All duties and taxes if any are included and fees quoted are subject to change)

Q & A ON CERTIFIED PROFESSIONAL MARKETER, CPM (ASIA)

1. 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).

2. 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.

3. Who Has Been Awarded CPM (Asia)?

More than 2000 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.

4. How Do I Become Certified?

You must:

- A. Possess at least three (3) years of practical marketing experience in any of the Asian countries, and successful completion of the CPM (Asia) Qualifying Examination.
- B. The qualifying examination covers the following subjects:
 - Marketing Research
 - Integrated Marketing Communications
 - Marketing Strategy

5. Can I Gain Exemptions 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. Evidence of past academic qualification (transcripts and certificates), and work experience should accompany the CPM Examination Application Form.

6. Exam Format

The examinations for TWO (2) compulsory subjects are as follows:

Asia Business – Course work (Assignment Based)

Asia Marketing Management – Case study / Course work (Assignment Based)

7. When Can I Take the Exam?

Examination 2023

Dates	:	7 & 9 May 2024 (Closing Date: 1 March 2024). 15 & 17 October 2024 (Closing Date: 1 September 2024).
Time	:	One (1) Month Submission from Assigned Date
Mode	:	Coursework (Assignment Based)

Please submit your CPM Examination Application Form to:

Institute of Marketing Malaysia
Block C-3A, Sunway PJ 51A, Jalan SS 9A/19, 47300 Petaling Jaya, Selangor Darul Ehsan.
Email: imm.malaysia@gmail.com

8. What Will It Cost?

The fees comprise of Course fees, Examination fees and other related fees. The Examination fees are as follows:

AMF Fees

- One-time registration fee per candidate
- Examination fees for two-(2) compulsory subjects per candidate
- Marking fee for two-(2) compulsory subjects per candidate
- CPM Status Fee

IMM Fees

- One-time registration and administrative fees.
- Life Membership fee.
- Certificate Folder

Total Fee per candidate: RM14,000/= (HRDCorp claimable under SBL KHAS scheme)

Please make cheque/bank draft payable to: “**Institute of Marketing Malaysia**”. For telegraphic/funds transfer you may transfer the fees to the following account:

Name of Bank : RHB Bank Bhd
Branch : SS2, Petaling Jaya, Selangor
Account Name : Institute of Marketing Malaysia
MYCOID : 2568 (Selangor)
Co. Number : 2568 (for RHB use)
Account Number : 2124 – 0600 - 011319
Swift Code : RHBBMYKL

Or via JomPAY :



Biller Code: 80408
Ref-1: Company / Individual Name
Ref-2: CPM (ASIA) - MONTH/YEAR

JomPAY online at Internet and Mobile Banking with your Current, Savings or Credit Card account

The exact fees should be remitted and shall not offset any bank charges.

9. Refund Policy

No refund of fees paid shall be made. However, a candidate may choose to defer his/her examination upon submission of deferment application and a deferment fee is applicable.

10. Syllabus

How to prepare for the examinations?

The national marketing body, IMM will provide courses that prepare candidates to take the CPM Qualifying Examination as well as the TWO (2) compulsory subjects.

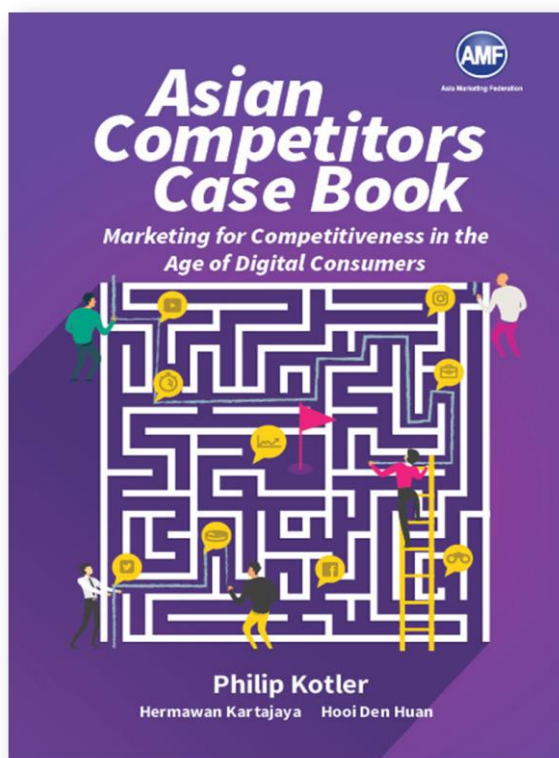
The CPM (Asia) qualifying examinations comprise Three (3) subjects and Two (2) compulsory subject:

Main reference for syllabus of all five (5) subjects:

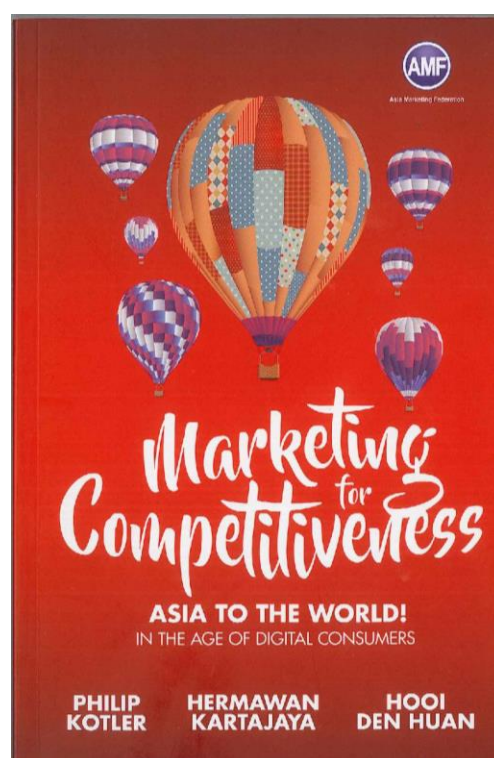
Subject Code	Subjects
CPM001	Marketing Research
CPM002	Integrated Marketing Communications
CPM003	Marketing Strategy
CPM004	Asia Business
CPM005	Asia Marketing Management

Recommended Reading

Philip Kotler, Hermawan Kartajaya & Hooi Den Huan (2019), ***Asian Competitors Case Book: Marketing for Competitiveness in the Age of Digital Consumers.***



Asian Competitor Case Book
Will be given to all registered participants.
Additional copies can be purchased from
IMM @ RM 60.00 per copy.
(Excluding postage)



Marketing for Competitiveness
Can be purchased from IMM @
RM 60.00 per copy.
(Excluding postage)



INSTITUTE OF MARKETING MALAYSIA

APPLICATION FOR CPM (ASIA)

CERTIFIED PROFESSIONAL MARKETEEER (ASIA)

SUBJECTS I WISH TO TAKE

Date of Exam

- Marketing Research
- Integrated Marketing Communications
- Marketing Strategy
- Asia Pacific Business
- Asia Pacific Marketing Management

Attach one photo
here

IMPORTANT

- Please complete the form in full
- Application with incomplete information and not accompanied by copies of supporting documents that are “Certified True Copies” will not be considered.
- If you are company sponsored, please ensure to complete the section “to be completed by applicant’s company”

FOR OFFICIAL USE ONLY

INTAKE

APPROVED

REJECT

AUTHORISED SIGNATURE:

DATE:

(A) PERSONAL DETAILS

FULL NAME : _____

NRIC / NO : _____

TITLE : _____ DR/MR/MRS/MS/MDM/PROF/OTHERS)

GENDER : (M – MALE / F – FEMALE) DATE OF BIRTH: / /

Date / Month / Year

MARITAL STATUS : (S - SINGLE / M - MARRIED)

NATIONALITY : _____

HOME ADDRESS: _____

HOME TELEPHONE: _____ H/PHONE: _____

COMPANY TELEPHONE: _____ FAX: _____

E-MAIL ADDRESS : _____

(B) PRESENT EMPLOYMENT DETAILS

COMPANY NAME: _____

COMPANY ADDRESS: _____

COMPANY TELEPHONE : _____ FAX: _____ EMAIL: _____

MAILING ADDRESS : [] (H-home / O-office) Company Size: _____ EMPLOYEES

NATURE OF BUSINESS : _____

DESIGNATION : _____

YEARS AT THIS POSITION _____ FROM: _____ / _____
month / Year

NUMBER OF STAFF REPORTING TO YOU: _____

(C) WORK EXPERIENCE

List in chronological order, starting with current position. Only full-time experience should be listed:

FR (YEAR)	TO (YEAR)	NAME OF COMPANY	DESIGNATION

A) TOTAL NO. OF YEARS OF WORKING EXPERIENCE

[][] YEARS [][] MONTHS

B) TOTAL NO. OF YEARS OF WORKING EXPERIENCE IN SALES/MARKETING/ BUSINESS FUNCTION

[][] YEARS [][] MONTHS

(D) EDUCATIONAL QUALIFICATION

IMPORTANT:

Certified photocopies of supporting documents must be attached. Certification may also be made at IMM upon presentation of originals.

DEGREE

DEGREE TITLE _____

INSTITUTION _____

DIPLOMA

DIPLOMA TITLE _____

INSTITUTION _____

OTHER QUALIFICATIONS

QUALIFICATION TITLE _____

INSTITUTION _____

(Please list additional qualifications on a separate sheet if necessary. Documentary proof must be attached.)

(E) PROFESSIONAL QUALIFICATION

1. _____

2. _____

3. _____

(Please list additional qualifications on a separate sheet if necessary. Documentary proof must be attached.)

(F) IMM QUALIFICATION

1. _____

2. _____

3. _____

(Please list additional qualifications on a separate sheet if necessary. Documentary proof must be attached.)

IF YOU ARE COMPANY SPONSORED, PLEASE ENSURE THAT THIS SECTION IS COMPLETED BY YOUR COMPANY.

TO BE COMPLETED BY APPLICANT'S COMPANY

DECLARATION

1. The company is willing to finance the applicant. Yes No
2. If this applicant is admitted, it is understood that he will not be asked to absent himself from lectures except for serious emergencies.

Name & Designation of Company Official

Signature & Date

Company Stamp



INSTITUTE OF MARKETING MALAYSIA

PLEASE SEND COMPLETED FORM TO:

INSTITUTE OF MARKETING MALAYSIA

BLOCK C-3A, SUNWAY PJ 51A,
JALAN SS9A/19, 47300 PETALING JAYA,
SELANGOR DARUL EHSAN

TEL: 03-7874 3089 / 7874 6726 FAX: 03-7876 3726

EMAIL: imm.malaysia@gmail.com

WEBSITE: www.imm.org.my



CPM (Asia) Qualifying Examination - Registration Form

CLOSING DATES:
1st MARCH 2024 FOR 7 & 9 MAY 2024 EXAMINATIONS /
1st SEPTEMBER 2024 FOR 15 & 17 OCTOBER 2024 EXAMINATIONS

Print or type your name as you wish it to be shown on official CPM records including Transcript and Certificate.

Miss Ms. Mrs. Mr. Dr. (Please tick ✓ boxes as appropriate)

Full Name: _____
(Please write clearly and underline surname)

National Identification No./Passport No.: _____ Country of Birth: _____

Date of Birth: _____ Contact No.: _____

Nationality: _____ Race: _____

MAILING INFORMATION (Please write clearly and give full details)

Preferred Mailing Address Company Home

Company Name (As it appears on enclosed business card)

Company Address (Do not use PO Box)

Street

Suite/Floor

City

State/Province

Country

Zip/Postal Code

Office Telephone No: _____ Fax: _____ E-mail: _____

Home Address (Do not use PO Box)

Apt. No

City

State/Province

Country

Zip/Postal Code

Home Telephone No.: _____ Area Code ()

EDUCATION QUALIFICATIONS

Please tick the highest qualification you have attained

'O' Level or Equivalent 'A' Level or Equivalent Diploma Degree Others (please specify) _____

Please specify your other qualifications (academic and/or professional) including any professional/management courses attended (state the university/institution)

Beginning with your **current position**, list only **full-time**, paid employment.

	Current Position	Prior Position #1	Prior Position #2	Prior Position # 3
Dates (Month and Year) From/To				
Job Title				
Description of Job				
Management Level (senior, middle or junior)				
Name of Firm				
Describe Main Business Activity of Firm				

* If space is insufficient, please continue on a piece of paper.

1. I would like to register for the CPM (Asia) Qualifying Exam for the period:

Apr _____ (fill in year) Oct _____ (fill in year)

2. Subjects I wish to enter:

Asia Business Asia Marketing Management

3. In registering for Qualification of the Certified Professional Marketer, CPM (Asia) Status, I agree to all conditions as to its eligibility, Examination and other requirements of the CPM (Asia) which AMF has adopted.

4. I agree that to be awarded the CPM (Asia), in addition to passing the 5 examinations, I must meet the requirements for 3 years of marketing experience, high standards of professional and business conduct.

5. I have enclosed certificates of my academic qualifications and evidence of working experience.

6. Please do not attach payment. We will invoice you upon acceptance of your application.

7. I certify that all the information and statements in this application are complete and true.

Date: _____ Signature: _____

Endorsed by National Marketing Association (state):

Date: _____ Signature: _____

Please return Registration Form through your local national marketing association:

INSTITUTE OF MARKETING MALAYSIA

Block C-3A, Sunway PJ51A,
Jalan SS 9A/19, 47300 Petaling Jaya,
Selangor Darul Ehsan.

♦ TEL: 03-7874 3089 / 7874 6726 ♦ FAX: 03-7876 3726
♦ EMAIL: imm.malaysia@gmail.com ♦ WEBSITE: www.imm.org.my



INSTITUTE OF MARKETING MALAYSIA

(Patron: The Honourable Minister of International Trade and Industry.)

Business is Marketing

APPLICATION FOR INDIVIDUAL MEMBERSHIP

(Application through CPM – compulsory if you are not yet a member of IMM)

PHOTO

FOR IMM USE ONLY

MEMBERSHIP NO.	
DATE APPROVED	
REMARKS	

(A) PERSONAL DETAILS

NAME : _____

NRIC NO. : _____ SEX : _____ (M-Male / F-Female) RACE : _____

MARITAL STATUS : _____ (S-Single / M-Married) DATE OF BIRTH : _____ (Date / Month / Year)

HOME ADDRESS : _____

HOME TELEPHONE NO. : _____ MOBILE : _____

EMAIL : _____

(B) PRESENT EMPLOYMENT DETAILS

COMPANY NAME : _____

COMPANY ADDRESS : _____

OFFICE CONTACT NO. : _____ OFFICE FAX NO. : _____

COMPANY SIZE : _____ EMPLOYEES : _____

NATURE OF BUSINESS : _____

DESIGNATION : _____ Years at this position _____ From _____

NUMBER OF STAFF REPORTING TO YOU : _____

(C) WORKING EXPERIENCE

(Please provide current and one previous position)

Year From	Year To	Name of Company	Position Held	Nature of Job

TO WHOM DO YOU REPORT?

Name : _____ Position : _____

Please describe your job responsibilities:

(D) QUALIFICATION DETAILS

ACADEMIC & PROFESSIONAL QUALIFICATIONS (State the highest qualification achieved and enclose documentary proof)

Qualification	Discipline / Specialization	Institution	Year Awarded

PROFESSIONAL MEMBERSHIP : _____

(E) CATEGORY OF MEMBERSHIP :
(For more details visit www.imm.org.my)

Ordinary Associate Student

(F) FEEDBACK (Please tick where applicable)

How did you come to know of IMM Membership ?

- Friends / Colleagues / Business
- IMM Courses / Seminars / Events
- Publications of IMM
- Newspapers
- Others : Please specify : _____

Category	Ordinary	Associate	Student
Entrance Fee	RM 75	RM 60	-
Annual Subscription	RM 100	RM 80	RM 50

Which service provided by IMM is attractive to you ?

- 10% - 20% Discount on Training Programmes
- Free IMM Publications
- Discounted rate for social activities
- Others : Please specify : _____

(G) HOBBIES

(1) _____ (2) _____ (3) _____

Golf Player : No / Yes : _____ Handicap _____

(H) CORRESPONDENCE ADDRESS : _____ (Please indicate with O – Office OR H – Home)

(I) DECLARATION :

I hereby apply for membership of the Institute of Marketing Malaysia. I declare that all information given is true and correct. I also agree to abide by the decision of the Institute as to my eligibility for an appropriate category of membership. If accepted, I agree to abide by the Constitution and Bye-Laws as well as the Code of Ethics of the Institute. I also agree to pay the corresponding entrance fee and annual subscription for that category of membership.

Signature of Applicant : _____ Date : _____

Please send completed form and remittance to:

INSTITUTE OF MARKETING MALAYSIA

Block C-3A, Sunway PJ 51A, Jalan SS9A/19, 47300 Petaling Jaya, Selangor Darul Ehsan
Tel: 03-78743089 / 78746726 Fax: 03-78763726 / Email: imm.malaysia@gmail.com / Website: www.imm.org.my

Payment of membership fees via bank transfer can be made to our account as follows:

Name of Bank: RHB Bank Bhd
 Branch: SS2, Petaling Jaya, Selangor
 Account Name: Institute of Marketing Malaysia
 Account Number: 2124 – 0600 – 011319
 Swift Code: RHBBMYKL

OR



Billor Code: 80408
Ref-1: Company/Individual Name
Ref-2: CPM (ASIA) - MONTH/YEAR

JomPAY online at Internet and Mobile Banking with your Current, Savings or Credit Card account



CERTIFIED PROFESSIONAL MARKETER (CPM – Asia)

SYLLABUS

Marketing Research

Module Objectives

This module aims to provide candidates with the fundamental skills in research design and analysis, necessary for making sound marketing decisions. Given the diverse economic, political-legal, and socio-cultural characteristics in the Asia region, marketing researchers would have to be sensitive to cross-cultural differences that may have an impact on their approach and results. As consumers become more sophisticated in tandem with the technological progress in Asia, research techniques will need to adapt accordingly. This module provides a range of practical research methods. The applications and drawbacks of each technique will be discussed in the context of the Asia market.

Learning Outcomes

At the end of this module, candidates should be able to:

- 1) Understand the proper use of various research techniques (when and how to use them) either for improving in-house research or for evaluating research projects farmed out to external research consulting firms.
- 2) Design efficient and effective research programs that provide solutions to stated objectives.
- 3) Apply the research results to see the managerial implications.
- 4) Understand the utilization of digital technology to improve data gathering, analysis and reporting in the Asian context.

Syllabus

- 1) Marketing Research Introduction
 - Purpose of research
 - Value and types of research
 - Marketing research process
 - Ethical consideration
- 2) Research Design
 - Secondary vs. Primary research
 - Exploratory (qualitative) vs. Descriptive (quantitative) research
- 3) Qualitative research techniques
 - Observation
 - In-depth Interview
 - Focus Group
 - Delphi studies
 - Ethnography
 - Conditions under which each technique is more applicable
 - Suitability for various Asian countries
- 4) Quantitative Research Techniques
 - Surveys (including issues in questionnaire development)
 - Experiments
 - Models and simulations
 - Conditions under which each technique is more applicable
 - Suitability for various Asian countries
- 5) Sampling
 - Sampling purpose
 - Sampling considerations, method, and procedures
 - Problems with proper sampling of Asian consumers
 - Overcoming sampling problems
- 6) Data Analysis and Reporting
 - Quantitative data analysis
 - Qualitative data analysis
 - Report preparation and presentation
- 7) Applications
 - Assessing market potential and sales forecasting
 - Customer profiling and segmentation
 - Product, branding and packaging research
 - Price testing
 - Assessing promotion effectiveness
 - Distribution research
 - Industrial marketing research
 - Services marketing research

- 8) New Research Trends in Asia
- Big data analysis
 - Online research
 - Use of social media in marketing research

Additional recommended readings

Hair Jr, J. F., Bush, R. P. & Ortinau, D. J (2009) *Marketing research in a digital information environment*. 4th edn. McGraw-Hill.

Wong, T. Q. (2002) *Marketing research*. 4th edn. Talisman Publishing.

Malhotra, N., Hall, J., Shaw, M. & Oppenheim, P. (2008) *Essentials of marketing research: An applied orientation*. 2nd edn. Pearson Education Australia.

Cooper, D. R. & Schindler, P. S. (2006) *Marketing research*. McGraw-Hill.

Zikmund, W. G. & Babin, B. J. (2007) *Exploring marketing research*. 9th edn. Cengage Learning.

McDaniel Jr, C. & Gates, R. (2007) *Marketing research essentials with SPSS*. 6th edn. Wiley.

Parasuraman, A., Grewal, D. & Krishnan, R. (2007) *Marketing research*. 2nd edn. Houghton Mifflin.

Kolb, B. (2008) *Marketing research: A practical approach*. Sage.



CERTIFIED PROFESSIONAL MARKETER (CPM – Asia)

SYLLABUS

Integrated Marketing Communications

Module Objectives

This module seeks to provide a sound understanding of and an integrated approach towards the marketing communications mix. It will also assess the impact of the globalization of markets and digitalization of technology on marketing communications. In this connection, an understanding of the economic, political-legal, and socio-cultural dimensions of various Asia markets will be developed.

Learning Outcomes

At the end of this module, candidates should be able to:

- (1) understand the impact of the culture (values and lifestyles) on consumer attitudes towards various marketing communication tools;
- (2) understand the shifting customer path in digital era and its impact on marketing communication objectives and strategies;
- (3) plan and manage communications programs at both the national and regional levels;
- (4) have insights into the media landscape in the Asia region; and
- (5) manage integrated online and offline marketing campaign.

Syllabus

- 1) Consumer behavior and Integrated Marketing Communications overview
 - Introduction to Integrated Marketing Communications
 - Participants in the integrated Marketing Communication Process
 - The new customer path in digital era (aware, appeal, ask, act, advocate)
 - Digitalization and trends in Integrated Marketing Communication
 - The emergence of digital channel (owned, paid and earned media)
 - Ethical issues and regulation of Integrated Marketing Communication

- 2) Strategy and program alignment
 - Target segment profiling
 - Positioning development
 - Branding strategy
 - The role of Integrated Marketing Communication

- 3) The Integrated Marketing Communication Program design
 - Objectives
 - Budgeting
 - Creative strategy
 - Online-offline convergence

- 4) Elements of Integrated Marketing Communications (promotion mix)
 - Above-the-line campaign
 - Advertising objectives
 - Advertising planning
 - Media research
 - Media planning
 - Media trends in Asia region

 - Below-the-line campaign
 - Sales promotion
 - Direct marketing
 - Public relations
 - Event and sponsorship
 - Community marketing

- Digital and social media campaign
 - Search engine optimisation (SEO)
 - Online public relations
 - Affiliate marketing
 - Email marketing
 - Social media marketing
 - Content marketing
 - Interactive digital campaign

5) Integrated Marketing Communications Program Evaluation and Control

- Above-the-line program evaluation
- Below-the-line program evaluation
- Online/digital marketing metrics

Additional recommended readings

Clow, K. E. & Baack, D. E. (2010) *Integrated advertising, promotion, and marketing communications*. 4th edn. Pearson.

Duncan, T. (2005) *Principles of advertising and IMC*. 2nd edn. McGraw-Hil.

Kotler, P., Keller, K. L., Ang, S. H., Leong, S. M. & Tan, C. T. (2009) *Marketing management: an Asian perspective*. 5th edn. Pearson.



CERTIFIED PROFESSIONAL MARKETER (CPM – Asia)

SYLLABUS

Marketing Strategy

Module Objectives

The objective of this module is to inculcate in candidates a managerial, analytical and comprehensive approach towards marketing management. This subject covers the comprehensive understanding of marketing strategy, tactic and values. This is augmented with real company cases as illustrations. As part of the learning process, company cases from the Asia region will also be used for analyses in which candidates can meaningfully apply the strategies learnt. The Asia perspective is provided by way of the application of strategies to specific regional countries given their economic, political-legal and socio-cultural characteristics

Learning Outcomes

At the end of this module, candidates should be able to:

- 1) Identify similarities and differences among various Asia countries that have implications for firm's marketing strategies
- 2) Understand the different stages of progress the Asia countries are in and hence the applicability of various marketing strategies to each market
- 3) Apply marketing strategy to deliver unique value to target segment(s)

Syllabus

- 1) The Globalization Mindset in Marketing
 - Global marketing value
 - Regional marketing strategy
 - Local marketing tactic

- 2) Analyzing the external environment in the Asia region
 - Changing analysis (technology, economy, political-legal, socio-cultural and market)
 - Competitor analysis
 - Consumer analysis
 - Company assessment

- 3) Marketing strategy development
 - Segmentation development
 - Segment profiling and targeting
 - Positioning strategy development
 - Marketing mix development

- 4) Services Marketing
 - Trend of services marketing in Asia region
 - The services marketing mix
 - Customer service experience management
 - Best practice of services marketing in Asia

- 5) Marketing Strategy implementation and evaluation
 - Strategy implementation and control
 - Marketing metrics

Additional recommended readings

Hooley, G., Saunders, J., Piercy, N. and Nicoulaud, B. (2008) *Marketing strategy and competitive positioning*. 4th edn. Pearson.

Blythe, J. (2003) *Marketing strategy*. McGraw-Hill.

Jain, S. C. and Hartline, M. (2008) *Marketing strategy*. 4th edn. Cengage Learning.

Ferrell, O. C. and Hartline, M. D. (2008) *Marketing strategy*. 4th edn. Cengage learning.

Doyle, P. and Stern, P. (2006) *Marketing management and strategy*. 4th edn. Pearson.

Gurau, C. (2007) *Marketing strategies: A contemporary approach*. 2nd edn. Pearson.

Aaker, D. A. and McLoughlin, D. (2007) *Strategic market management*, European edition. Wiley.

Alsem, K. J. (2007) *Strategic marketing: An applied perspective*. McGraw-Hill.

Cravens, D. W. and Piercy, N. F. (2009) *Strategic marketing*. 9th edn. McGraw-Hill.

McDonald, M. (2007) *Marketing plans*. 6th edn. Elsevier.

Drummond, G., Ensor, J. and Ashford, R. (2007) *Strategic marketing: planning and control*. 3rd edn. Elsevier.



CERTIFIED PROFESSIONAL MARKETER (CPM – Asia)

SYLLABUS

Asia Business

Module Objectives

This module seeks to furnish a sound foundation of business practices within the Asian markets including Japan, China, Hong Kong, India, Indonesia, Malaysia, Pakistan, Bangladesh, Sri Lanka, the Philippines, Singapore, South Korea, Taiwan, Thailand, Myanmar, Mongolia, Vietnam and Cambodia. Its focus will be on the ways the rapidly changing economic, political, sociocultural and technological environment affect the operations and characteristics of business in Asian markets.

Learning Outcomes

At the end of this module, candidates should be able to:

- 1) Ascertain the impact of economic and industrial development on the managerial practices of firms operating in the Asian market.
- 2) Understand how the technological, political-legal and socio-cultural environment has an impact on business practices of firms in the Asia market.
- 3) Appreciate the relationship between business and government in nations in Asia.
- 4) Delineate and discern the managerial characteristics, strategic orientations and performance of firms of various national origins emanating from nations in the Asian region.
- 5) Analyze the business and economic interactions of the various Asian nations and the regionalization and globalization of their state and private sector enterprises.

Syllabus

- 1) Overview of business in Asia Region.
- 2) The Technological environment in Asia Region.
- 3) The Economic environment in Asia Region.
- 4) The Socio-cultural environment in Asia Region.
- 5) The Political environment in Asia.
- 6) Digitalization and the new Asian market.
- 7) Digitalization and the new face of competition in Asia.
- 8) Digitalization and the new customer path.
- 9) Management practices in the Asia Region.
- 10) Government and Business in Asia Region.
- 11) Internalization of Asian Companies
 - Asia's Local Champion
 - Asia's Regional Player: Asia Vision, Local Action
 - Asia's Multinational Company: Global Value, Regional Strategy, Local Tactic

Additional recommended readings

Lasserre, P. and Schutte, H. (2006) *Strategies for Asia-Pacific: building the business in Asia*. 3rd edn. Palgrave Macmillan.

News magazines and papers, The Economist, TIME Magazine, Asian Wall Street Journal, The Business Times (or similar business papers in your country).



CERTIFIED PROFESSIONAL MARKETER (CPM – Asia)

SYLLABUS

Asia Marketing Management

Module objectives

This module aims to enhance candidates' knowledge and skills by integrating the concepts and strategic frameworks taught in previous modules to help candidates analyze specific marketing cases on the Asia region. Such a process would enable candidates to understand the relationships between specific functional strategies, appreciate that strategies are dependent on one another and adopt a longer term and more bird's eye view of the strategies recommended within the Asian context.

Learning Outcomes

At the end of this module, candidates should be able to:

- 1) Identify and define key problems in marketing case studies.
- 2) Conduct comprehensive situational analyses relevant to the problems, including an external analysis of its environmental threats and opportunities and an internal analysis of a company's strengths and weaknesses.
- 3) Formulate and evaluate appropriate courses of action to solve the problems.
- 4) Forward specific recommendations with regard to marketing objectives, strategies, plans, budgets and time frame for implementation of these recommendations.
- 5) Substantiate their positions with pertinent qualitative and quantitative analyses.
- 6) Prepare and present appropriate marketing case reports.

Syllabus

- 1) Marketing Transformation in Asian context
 - Product-centric perspective
 - Customer-centric perspective
 - Human-centric perspective
- 2) The Marketing environment
 - Technology as the primary driver
 - Political-legal, economy and social culture as the main drivers
 - Market as the ultimate driver
- 3) The Core essence of marketing management
 - Positioning as the core marketing
 - Differentiation as the core marketing tactic
 - Branding as the core marketing value
- 4) Brand Management
 - Brand equity management
 - Brand associations
 - Brand extensions
- 5) Marketing management in action
 - Product management for the Asia region
 - Pricing strategies for the Asia region
 - Communication strategies for Asia region
 - Distribution strategies for the Asia region
 - Sales management for the Asia region
- 6) Marketing Management in digital era
 - New wave marketing strategy
 - New wave marketing tactic
 - New wave marketing value

Note: Candidates will be given **ONE (1)** case study on Asia to analyze ONE (1) month before the scheduled examination. The unseen questions will only be given in the three-hour examination. Candidates are reminded to answer only those questions asked about the case.

Candidates are advised to read the prescribed text as a guide to the contents of the syllabus.

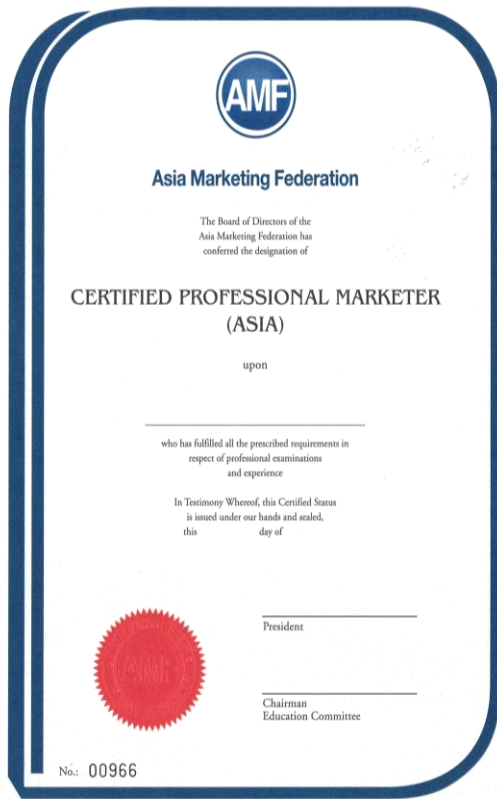
Prescribed text

Kotler, P., Keller, K. L., Ang, S. H., Leong, S. M. & Tan, C. T. (2009) *Marketing management: an Asian perspective*. 5th edn. Pearson.

Additional recommended readings

Gesteland, R. and Seyk, G. (2002) *Marketing across cultures in Asia*. Copenhagen: Copenhagen Business School Press. Ketchum, D. (2003) *Big m, little m marketing: new strategies for a new Asia*. Wiley.

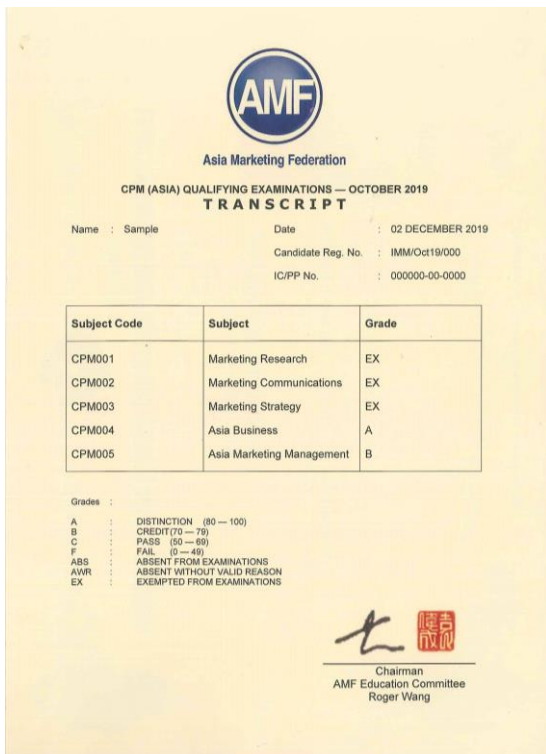
CERTIFICATES



CPM STATUS CERTIFICATE



CPM QUALIFYING EXAMINATION CERTIFICATE



CPM TRANSCRIPT



IMM LIFE MEMBERSHIP CERTIFICATE

CPM (ASIA) GRADUATES: 1995 – DECEMBER 2023

NO	COUNTRY	NUMBER OF GRADUATES
1	SRI LANKA	922
2	INDONESIA	495
3	SINGAPORE	328
4	MALAYSIA	231
5	HONG KONG	82
6	THAILAND	74
7	CHINA	16
8	PHILIPPINES	6
9	JAPAN	5
10	TAIWAN	4
11	PAKISTAN	75
	TOTAL:	2,238

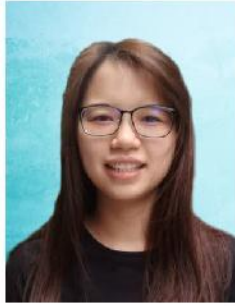
*Updated at 31st December 2023

CPM ALUMNI TESTIMONIALS

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

HProfessor
Putra Business School

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

Product Engineer, Sales & Marketing
Furutec Electrical Sdn Bhd

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

Industrial Product and Sales Manager
Duromac (M) Sdn Bhd

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

Associate Professor
Putra Business School

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

Director International Office
SEGi University

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

MBA Student
Putra Business School

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.



Ahmad Ashraf Bin Abdul Moes

Executive
Bank Kerjasama Rakyat

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

Senior Corporate Executive
KPJ Healthcare

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.



CPM ALUMNI TESTIMONIALS

Champika Prasad Guruge

Manager – International Business
20Cube Logistics Sdn Bhd

"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

Managing Consultant
Game Changer International PLT

I enjoyed my journey towards this certification because I acquired practical experiences and my teammates were so collaborative and supportive. CPM is a highly reputable certification that every business professional should possess. 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

Area Manager
Yara International (M) Sdn Bhd

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

Marketing Manager
KPJ Healthcare (KPJ Penang Specialist Hospital)

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

Marketing Manager
KPJ Healthcare (KPJ Klang Specialist Hospital)

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

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.



Hiew Chu Chien

Assistant Production Manager
Loong Hing Trading Co. Sdn Bhd

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

Engineer
EFTECH Drilling Solutions Sdn Bhd

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

Sales Director
Exact Analytical Sdn Bhd

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

Marketing Executive (KPJ Damansara Specialist Hospital)
KPJ Healthcare

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.



CPM ALUMNI TESTIMONIALS

Low Song Wei
Product Specialist
Oriental Housestop Sdn Bhd

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
Head of Research and Innovation
UniKL

I completed my doctoral program 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. The exam was very high standard which explains why many people 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
Deputy Manager
KPJ Healthcare

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
Editorial Executive: Advertising and Marketing
PetraNews

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.



Nazrihamdan Bin Ab. Talib
Head of PR & Marketing
KPJ Healthcare (KPJ Kajang Specialist Hospital)

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
General Manager
PROTON

An investment in knowledge always pays the best interest.

Thank you, PBS and IMM.



Noor Hafizan Binti Mohd Noor
Corporate Manager
KPJ Healthcare

CPM IMM was the best course to learn the best practices in Marketing. I am able to accomplish and acquired useful insights and upskilling knowledge during the Covid-19 pandemic. 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
Deputy Manager
KPJ Healthcare

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

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
Clinical and Operations Manager
KPJ Healthcare (KPJ Damansara Hospital)

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.



CPM ALUMNI TESTIMONIALS

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.



Datin Sabariah Fauziah Binti Jamaluddin

Vice President (II)
KPJ Healthcare

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

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

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 the need for Marketing as a strategic business function, for all types of businesses - specially to adapt in unprecedented times where an innovative mind-set is key. Thank you IMM for this golden opportunity.



Shanice Tan Li Ying

Marketing & Sales Executive
Rousselot (M) Sdn Bhd



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

Marketing Manager
KPJ Healthcare (KPJ Ampang Puteri Specialist Hospital)



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

Associate Professor
Universiti Teknologi Petronas (UTP)

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

Claim Analyst
Cigna International Health Services

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

Head of Services
KPJ Healthcare (KPJ Seremban Specialist Hospital)

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

Head of Marketing
KPJ Healthcare (KPJ Ipoh Specialist Hospital)

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!

