



INSTITUTE OF MARKETING MALAYSIA



The Route To A  
Professional Marketing Qualification

# CERTIFIED PROFESSIONAL MARKETER CPM (ASIA)

The highest recognition of marketers who have attained 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:



## CPM (ASIA) HANDBOOK 2018

A member of:



Asia Marketing Federation



Supported by:



HRDF

HRDF  
Claimable  
under  
SBL  
scheme

Updated March 2018



INSTITUTE OF MARKETING MALAYSIA



Asia Marketing Federation

# **Certified Professional Marketer CPM (Asia)**

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## **INTRODUCTION**

### **Asia Marketing Federation (AMF)**

Formed in 1991, The Asia Marketing Federation (AMF) is a regional marketing body representing over 25,000 marketing professionals in the region. The AMF is a co-signatory to the charter which in 1995 formed the World Marketing Association. The World Marketing Association comprises National Marketing bodies like the American Marketing Association, the European Marketing Confederation and the AMF, with the primary objective to give marketing a truly global platform and voice.

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 Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Mongolia, Myanmar, 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.

### **Certified Professional Marketer or CPM (Asia) Status**

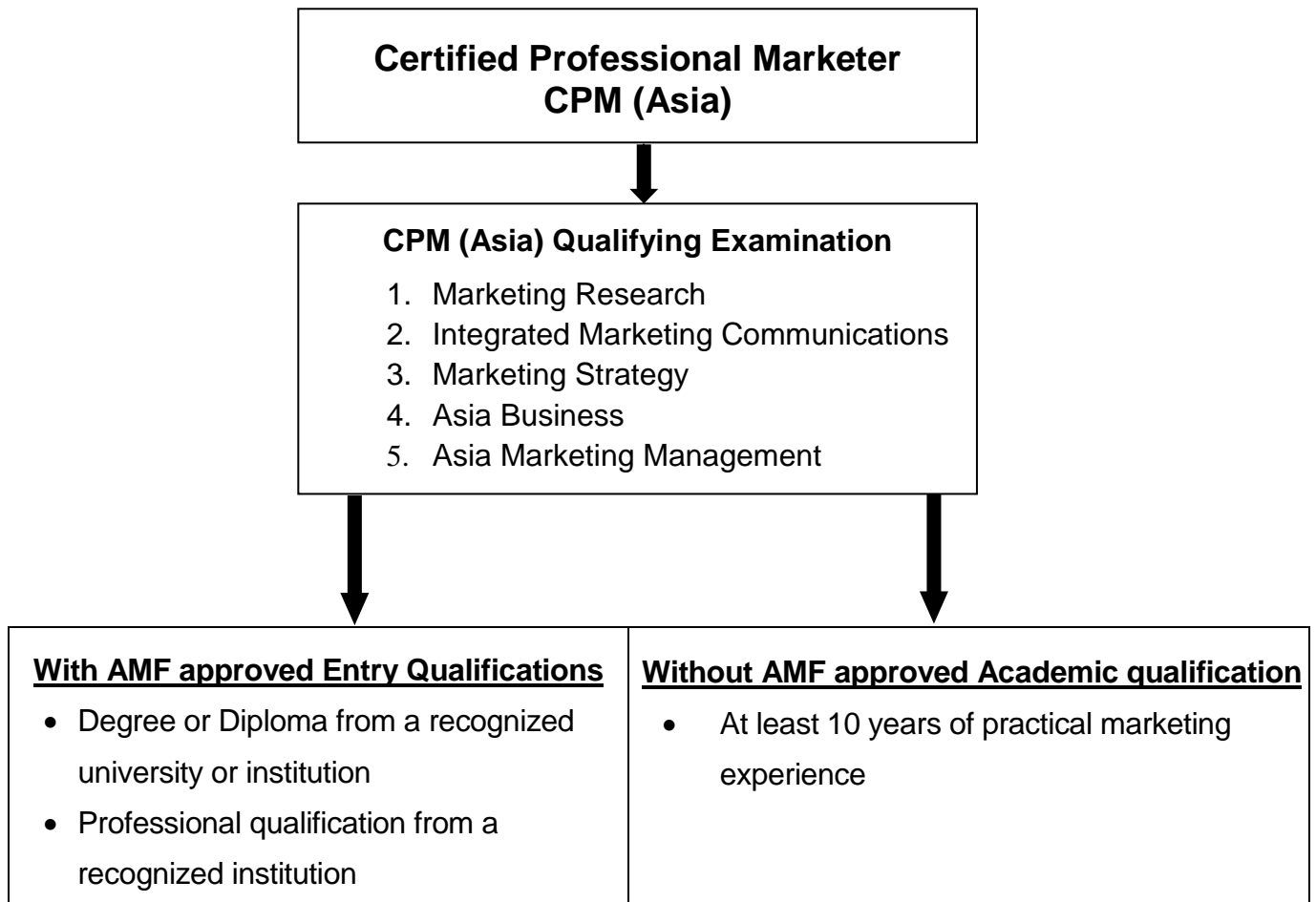
The CPM (Asia) is the formal endorsement of professional status for marketing professionals who have already attained a competent level of academic and practical understanding of marketing in the Asian region. This professional status is conferred by the AMF and is endorsed by the national marketing bodies in Asia.

## 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 5 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 examinations cover the following subjects:

- a) Marketing Research
- b) Integrated Marketing Communications
- c) Marketing Strategy
- d) Asia Business
- e) Asia Marketing Management

The Board of Studies of the respective National Marketing Associations (NMAs) of AMF member countries can grant exemption for subjects a) to c) on the basis of working experience and academic qualifications as follows:-

1. Candidates have more than 5 years of working experience related to the above subject 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 combinations thereof.

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 associations.

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 each national marketing association.

The CPM Education Headquarters in Singapore is responsible for the registration and administration of the examinations for the TWO (2) compulsory subjects of "Asia Business" and "Asia Marketing Management". These examinations are held twice a year as follows:

<b>Examination</b>	<b>April (Closing Date: 22 Mar. 2018)</b>	<b>October (Closing Date: 20 Sept. 2018)</b>
<b>Asia Business</b>	24 April 2018	23 October 2018
<b>Asia Marketing Management</b>	26 April 2018	25 October 2018

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

### **Examination Format**

The examinations for the two compulsory subjects are as follows:

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

### **Conduct of Examination**

The examinations for the TWO (2) compulsory subjects shall be conducted under the strictest standard. 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.

## **CPM FEE STRUCTURE**

***(HRDF Claimable under SBL scheme)***

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

<b>SUBJECT</b>	<b>CODE</b>	<b>COURSE FEE</b>
Marketing Research	CPM 001	RM 2,000.00
Integrated Marketing Communications	CPM 002	RM 2,000.00
Marketing Strategy	CPM 003	RM 2,000.00
<b>*Asia Business (exam based)</b>	CPM 004	RM 3,400.00
<b>*Asia Marketing Management (exam based)</b>	CPM 005	RM 3,400.00
<b>Total for five (5) subjects:</b>		<b>RM 12,800.00</b>

***(All duties, GST and taxes are included and fees quoted are subject to change)***

### **Above Fees are inclusive of:**

1. Trainer's Fee
2. Training Materials
3. Venue, Facilities and F&B for the following twelve-(12) days:
  - Five-(5) modules (10 course day)
  - Two-(2) exams (2 exam day)
4. Examination Fees for two-(2) subjects\*.
5. Marking Fees for two-(2) subjects\*.
6. One-time AMF Registration Fee.
7. One-(1) year IMM Membership Fee
8. CPM Status Fee.
9. Administrative Fee.
10. Graduation Ceremony.

### **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 the members of the AMF. To be a member of the AMF, individuals need only be a member of their local marketing association. Members of all local marketing associations are members of the AMF.

## **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 framable 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 one thousand marketers have been certified in 15 Asian countries. They come from multinational corporations to local small-and-medium size enterprises. Successful candidates are members of a prestigious pan-Asian CPM Society, which allow them to network with one another.

In order to continue to use this designation, holders of the CPM (Asia) qualification have to continue to be the members of the AMF. To be a member of the AMF, individuals need only be a member of their local marketing association, which in this instance is the Institute of Marketing Malaysia (IMM), the national body for sales and marketing professionals. Holders of CPM (Asia) may be required to fulfill annual continuing professional development efforts.

#### 4. How Do I Become Certified?

You must:

1. Possess at least FIVE (5) years of practical marketing experience in any of the Asian countries, and
2. Successful completion of the CPM (Asia) Qualifying Examination.

The qualifying examinations cover the following subjects:

- a) Marketing Research
- b) Integrated Marketing Communications
- c) Marketing Strategy
- d) Asia Business
- e) Asia Marketing Management

#### 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-by-case basis. Evidence of past academic qualification (transcripts and certificates), and work experience resume should accompany the CPM Examination Application Form.

#### 6. Test Format

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

- **Asia Marketing Management** – Case study (closed book format)
- **Asia Business** – Essay questions (closed book format)



## 7. When Can I Take The Exam?

The dates for 2018 are as follows:

### Examination 2018

Dates: **24 & 26 April 2018** (Closing Date: Thursday, 22<sup>nd</sup> March 2018)  
**23 & 25 October 2018** (Closing Date: Thursday, 20<sup>th</sup> September 2018)

Time: 6.00 pm to 9.00 pm

Venue: To be advised

Please submit your CPM Examination Application Form to:

**Institute of Marketing Malaysia**  
**1G-1<sup>st</sup> Floor, Bangunan SKPPK**  
**Jalan SS 9A/17,**  
**47300 Petaling Jaya,**  
**Selangor Darul Ehsan**

## 8. What Will It Cost?

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

### AMF Fees

- One-time registration fee per candidate
- Examination fee per subject per candidate
- Marking fee per subject per candidate

### IMM Fees

- One-time registration and administrative fees.
- One year membership fee.

**Total Fee per pax: RM12,800/= (HRDF claimable under SBL 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  
Account Number : 2124 – 0600 - 011319  
Swift Code : RHBBMYKL

Or via JomPAY :



<b>Bill Code:</b> 80408
<b>Ref-1:</b> Company / Individual Name
<b>Ref-2:</b> Payment Purpose

**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.



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## **Appendix**

### **Certified Professional Marketer CPM (Asia)**

#### **Application Forms to be submitted:**

Kindly fill up all three – (3) application forms and submit to IMM preferably at least two-(2) months before the respective exam date.

1. IMM APPLICATION FOR CPM (ASIA) Program
2. CPM (Asia) Qualifying Examination – Registration
3. IMM Individual Membership Application Form (if you are not yet an IMM member).



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.)

**(G) MEMBERSHIP WITH PROFESSIONAL ORGANISATIONS**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

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

**PURPOSE OF ATTENDING THE PROGRAMME, PLEASE TICK ( ✓ ) WHERE APPROPRIATE**

TO GET AN ORIENTATION ON SALES/ MARKETING/ BUSINESS.

TO HAVE GREATER DEPTH OF KNOWLEDGE ON SALES/ MARKETING/ BUSINESS.

TO KNOW HOW TO APPLY THE CONCEPTS.

TO GAIN PROFESSIONAL COMPETENCE ON SALES/ MAKETING/ BUSINESS MANAGEMENT.

OTHERS, PLEASE SPECIFY: \_\_\_\_\_

**FROM WHICH SOURCE DID YOU FIRST LEARN ABOUT THE PROGRAMME YOU ARE APPLYING?  
PLEASE TICK ( ✓ ) WHERE APPROPRIATE.**

NEWSPAPER ADVERTISEMENT

EXHIBITIONS

COMPANY

COURSE BROCHURE

FRIENDS

WEBSITE

OTHERS, PLEASE SPECIFY: \_\_\_\_\_

**CHECK LIST:**

- [ ] COPIES OF CERTIFIED SUPPORTING DOCUMENTS ARE ATTACHED.
- [ ] 1 PASSPORT-SIZE PHOTOGRAPH.
- [ ] 1 PHOTOCOPY OF IC OR PASSPORT.

I hereby apply for the programme stated. 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 the course. I agree to abide by the Constitution and Bye-Laws of the Institute and also code of ethics.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

**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**  
1G – 1<sup>ST</sup> FLOOR BANGUNAN SKPPK,  
JALAN SS 9A / 17, 47300 PETALING JAYA,  
SELANGOR DARUL EHSAN

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

EMAIL: [imm.malaysia@gmail.com](mailto:imm.malaysia@gmail.com)

WEBSITE: [www.imm.org.my](http://www.imm.org.my)



Asia Marketing Federation

## CPM (Asia) Qualifying Examination - Registration Form

### CLOSING DATES:

**22 MARCH 2018 FOR APRIL 24 AND 26, 2018 EXAMINATIONS /  
20 SEPTEMBER FOR OCTOBER 23 AND 25 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.

	<b>Current Position</b>	<b>Prior Position #1</b>	<b>Prior Position #2</b>	<b>Prior Position #3</b>
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:

Marketing Research                       Integrated Marketing Communications                       Marketing Strategy  
 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 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 5 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:

**or to AMF Education Headquarters**  
**c/o MARKETING INSTITUTE OF SINGAPORE**  
 51 Anson Road #03-53 Anson Centre  
 Singapore 079904  
 DID +65 6327 7569 | FAX +65 6270 5762  
 URL <http://www.mis.edu.sg>



# 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 an IMM member)

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](http://www.imm.org.my))

Ordinary     Associate     Student

**(F) FEEDBACK** (Please tick where applicable)

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

How did you come to know of IMM Membership ?

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

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**

1G-1<sup>ST</sup> FLOOR, BANGUNAN SKPPK, JALAN SS 9A/17, 47300 PETALING JAYA, SELANGOR DARUL EHSAN  
Tel: 03-78743089 / 78746726 Fax: 03-78763726 / Email: [imm.malaysia@gmail.com](mailto:imm.malaysia@gmail.com) / Website: [www.imm.org.my](http://www.imm.org.my)

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

**INSTITUTE OF MARKETING MALAYSIA**  
**A/C No. 2124 – 0600 - 011319**  
**Bank: RHB Bank, SS2 Branch,**  
**Petaling Jaya, Selangor**

OR



**Billers Code:** 20503  
**Ref-1:** Company/Individual Name  
**Ref-2:** Membership

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



The CPM (Asia) qualifying examinations comprise five subjects:

<b>Subject Code</b>	<b>Subjects</b>
<b>CPM001</b>	<b>Marketing Research</b>
<b>CPM002</b>	<b>Integrated Marketing Communications</b>
<b>CPM003</b>	<b>Marketing Strategy</b>
<b>CPM004</b>	<b>Asia-Business</b>
<b>CPM005</b>	<b>Asia-Marketing Management</b>

**Main references:**

- Philip Kotler, Hermawan Kartajaya & Hooi Den Huan (2017), *Marketing for Competitiveness: Asia to The World*, Singapore: World Scientific Publishing.
- Philip Kotler, Hermawan Kartajaya & Hooi Den Huan (2018), *Asian Competitors*, Singapore: World Scientific Publishing (on progress).



Asia Marketing Federation

# **CERTIFIED PROFESSIONAL MARKETER (CPM – Asia)**

## **SYLLABUS**

### **Marketing Research**

#### **Module objectives**

The module aims to provide students with the fundamental skills in research design and analyses necessary for making sound marketing decisions. It also gives student a better appreciation of what are researchable problems, and how research questions and research objectives could be developed to set the directions for the overall research process. Given the diverse economic, educational and cultural characteristics in the Asian region, marketing researchers would have to be sensitive to cross-cultural differences and business practices that may impact their approach and results. As consumers become more sophisticated along with the economic progress in their respective countries in the region, research techniques will need to evolve and adapt accordingly. This module provides a range of practical research methods. Applications and suitability of each technique will be discussed in the context of the Asian market.

#### **Learning outcomes**

At the end of this module, students 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

## Prescribed text

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

## Additional recommended readings

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

Malhotra, N., Hall, J., Shaw, M. & Oppenheim, P. (2008) *Essentials of marketing research: An applied orientation*. 2<sup>nd</sup> 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*. 9<sup>th</sup> edn. Cengage Learning.

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

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

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



Asia Marketing Federation

# **CERTIFIED PROFESSIONAL MARKETER (CPM – Asia)**

## **SYLLABUS**

### **Integrated Marketing Communications**

#### **Module objectives**

This course seeks to provide a sound understanding of and an integrated approach to the marketing communications mix. It will also assess the impact of globalisation of markets on marketing communications. Starting with an understanding of the sociocultural, economic, lifestyle and legal dimensions of various Asian countries, ideas and concepts will be discussed and developed to provide a broader appreciation of the integrated marketing communications process, and how IMC can be used at strategic and tactical levels in local and regional programmes.

#### **Learning outcomes**

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

- 1) Understand the impact of culture (values and lifestyles) on consumer attitude towards and the execution of 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 national and regional levels
- 4) Have insight into the media landscape in the Asian region.
- 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 Communication (promotion mix)
  - Above-the-line campaign
    - Advertising objectives
    - Advertising planning
    - Media research
    - Media planning
    - Media trends in Asia region
  
- 5) Quantitative Research Techniques
  - Surveys (including issues in questionnaire development)
  - Experiments
  - Models and simulations
  - Conditions under each technique is more applicable
  - Suitability for various Asian countries
  
- 6) Sampling
  - Sampling purpose
  - Sampling considerations, method and procedures
  - Overcoming sampling problems



- 7) Data Analysis and reporting
  - Quantitative data analysis
  - Qualitative data analysis
  - Report preparation and presentation
  
- 8) 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
  
- 9) New Research Trends in Asia
  - Big data analysis
  - Online research
  - Use of social media in marketing research
  - 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
  
- 10) Integrated Marketing Communication Program Evaluation and Control
  - Big data analysis
  - Online research
  - Use of social media in marketing research
  - Below-the-line campaign

## **Prescribed text**

Belch, G. E. & Belch, M. A. (2009) *Advertising and promotion: an integrated marketing communications perspective*. 8<sup>th</sup> edn. McGraw Hill

## **Additional recommended readings**

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

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

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



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# **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, students 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 Glorecalization Mindset in Marketing
  - Global marketing value
  - Regional marketing strategy
  - Local marketing tactic
- 2) Anayzing 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 exaluation
  - Strategy implementation and control
  - Marketing metrics

## **Prescribed text**

Walker Jr, O. C., Mullins, J. W. and Boyd Jr, H. W. (2008) *Marketing strategy: A decision-focused approach*. 6<sup>th</sup> edn. McGraw-Hill

## **Additional recommended readings**

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

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

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

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

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

Gurau, C. (2007) *Marketing strategies: A contemporary approach*. 2<sup>nd</sup> 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*. 9<sup>th</sup> edn. McGraw-Hill.

McDonald, M. (2007) *Marketing plans*. 6<sup>th</sup> edn. Elsevier.

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



Asia Marketing Federation

# **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, Srilanka, 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, students 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

## **Prescribed text**

No specific textbook for this module.

## **Additional recommended readings**

Lasserre, P. and Schutte, H. (2006) *Strategies for Asia-Pacific: building the business in Asia*. 3<sup>rd</sup> 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).



Asia Marketing Federation

# **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, students 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

## Prescribed text

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



## Asia Marketing Federation

The Board of Directors of the  
Asia Marketing Federation has  
conferred the designation of

### CERTIFIED PROFESSIONAL MARKETER (ASIA)

upon

# SPECIMEN

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who has fulfilled all the prescribed requirements in  
respect of professional examinations  
and experience

In Testimony Whereof, this Certified Status  
is issued under our hands and sealed,  
this                      day of



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President

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Chairman  
Education Committee

No.: 00966

## CPM (ASIA) GRADUATES: 1995 – DECEMBER 2017

NO	COUNTRY	NUMBER OF GRADUATES
1	SRI LANKA	750
2	INDONESIA	388
3	SINGAPORE	309
4	<b>MALAYSIA</b>	<b>87</b>
5	HONG KONG	82
6	PAKISTAN	75
7	THAILAND	74
8	PHILIPPINES	29
9	JAPAN	5
10	TAIWAN	4
<b>TOTAL:</b>		<b>1,803</b>