



INSTITUTE OF MARKETING MALAYSIA



A SPECIAL PUBLICATION  
FOR  
CERTIFIED PROFESSIONAL MARKETER  
(CPM) ASIA

GRADUATES OF  
CLASS 2/2018  
CLASS 1/2019  
CLASS 2/2019

1<sup>st</sup> NOVEMBER 2020

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SCAN ME



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# Contents

04	Message from President Institute of Marketing Malaysia
05	List of Graduates Class 2/2018 Class 1/2019 Class 2/2019
06 -13	Message from All Graduates
14 -15	Graduates Journey
16 -17	Overview of CPM (Asia)
18	IMM Council Members and Staff

## CORPORATE BRIEF

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

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



*Dato' Sharifah Mohd. Ismail*

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

On behalf of Institute of Marketing Malaysia and IMM Council, I wish to convey my heartiest congratulations to thirty-one (31) candidates who have successfully passed their CPM (Asia) October 2018, April 2019 and October 2019 examinations.

We regret that due to the COVID-19 pandemic with its strict imposition of SOPs, IMM's third graduation ceremony, scheduled to be held in April 2020 has had to be completely cancelled in the end. Came April of this year we had hoped for the situation to improve and, had accordingly re-scheduled the ceremony for October 2020.

Sadly this is not to be. The stringent and unabated situation of the pandemic in our country has disallowed us to proceed with any plans of a big event. In the absence of a graduation ceremony I wish to however, reassure that all graduates will receive their individual Certification Awards by post.

I am truly happy that all your hard work and determination to obtain this prestigious certification will offer you fulfillment in your respective careers. We are indeed proud to also have on record four (4) foreign students from Bangladesh, China, Kazakhstan and Pakistan on the achievement list.

Today, there are over 1,900 graduates of CPM from all over Asia. I am proud to say that IMM has played an important role in contributing to the increasing number of CPM (Asia) graduates in Malaysia. It is my sincere hope that the Institute of Marketing Malaysia will continue to receive support from our members and the industry to grow as an organisation.

Once again, congratulations to all our CPM (Asia) graduates from Class of 2/2018, Class of 1/2019 and Class of 2/2019 for your achievement, and may you continue to secure greater success in your careers.

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

With all good wishes,

DATO' SHARIFAH MOHD. ISMAIL



# *Congratulations*

TO ALL OUR  
CPM (ASIA) GRADUATES  
CLASS 2/2018, CLASS 1/2019 AND CLASS 2/2019

## CLASS 2/2018

1. AZRI ABDULLAH
2. DR. KAMALA VAINY KANAPATHI PILLAI
3. BAHARUDIN BIN ISMAIL
4. CHE HASMIDA BINTI HAJI CHE HASSAN
5. FATIKA SYUHADA BINTI KAMARUZAMAN
6. WAN SHAHREEN BINTI WAN HAWARI
7. CHEE MING LUAN
8. NOOR HAFIZA RUSLAN
9. SARJANISHAM DARUS
10. HANI AZMAN
11. KHAW CHIA HAU
12. LEE JIA WEN
13. CHONG XIE CHOW
14. MOHD HAZFIZUL MD ALI
15. HIEW YEAP TENG
16. NIK NUR SYAHIRAH AHMAD RADZI

## CLASS 1/2019

1. LOH SAY WEI
2. ANIS ZAKIAH BINTI KHAIRULZAMAN
3. WONG JO ANN
4. ONG WAN YI

## CLASS 2/2019

1. AHMAD NADEEM
2. CHU HAN
3. ILLIYYIN BINTI AHMAD TAHA
4. KAMARUL AZHAR BIN MOHD KASIM
5. MOHD SAFWAN BIN FITAL
6. NURHAZREENA BINTI KHALID
7. S. KAJAINTHARAN A/L P. SITHAMBARAM
8. SARA WAHAB
9. WAHIDA MAHJABEEN
10. WAN MUHAMMAD AFIFUDDIN BIN WAN AKASHAH
11. ZAINUDDIN BIN MOHAMED

FROM ALL OF US AT



**INSTITUTE OF MARKETING MALAYSIA**





## GRADUATES CLASS 2/2018



### **Azri Abdullah**

Omnichannel Marketing & Branding Strategist  
AEI Network Sdn. Bhd.

Generally, when we talk about marketing, first thing that would cross our mind is advertising, communications, branding and sales. Well that is half true. My enrolment in CPM (Asia) has taught me that marketing is more than the heart of a business, it is the soul and the air, especially in agile economics where changes is a must, and how marketers must adapt and play their roles.



### **Dr. Kamala Vainy Pillai**

Strategic Engagement Consultant  
Sarawak Biodiversity Centre

My CPM journey was intense & exhilarating. Master-class level showcasing compelling trends in Asia were both cutting edge and thought-provoking. Optimal group size with experienced participants from various industries made the deliberations on market analysis and strategies truly enriching. Frankly, every company which wants to stay ahead should get their staff CPM certified!



### **Ir. Baharudin Bin Ismail**

Head (Revenue Management) Retail Division  
Tenaga Nasional Berhad

Retail Division of TNB aspires to be the Retailer of Choice by winning the heart and mind of customers, i.e. putting customer at the center of its business.

I'm glad that I attended the CPM (Asia) because it strengthens my knowledge and skills towards executing the customer centricity strategies into actions, at both professional and personal levels.

Thanks to TNB and IMM for giving me this golden opportunity.



### **Che Hasmida Binti Haji Che Hassan**

Manager (Partnership Marketing) Retail Division  
Tenaga Nasional Berhad

Marketing has always been my passion due to its unique nature of continuous growth and creativity. It is crucial for business to maintain relevance with its customers at all times and marketing is the tool. With more than one decade in marketing, having CPM (Asia) is like having icing on the cake, extremely delicious!

Thank you TNB and IMM for the support throughout this amazing and colorful adventure.





# GRADUATES CLASS 2/2018



## **Fatika Syuhada**

Executive (Marketing B2C)  
Tenaga Nasional Berhad.



I live by the saying of nothing is impossible if we are brave enough to challenge ourselves and have faith. I took the golden opportunity to participate in CPM (Asia) to improve myself and widen my knowledge. For that, I am grateful that this program allows me to exchange ideas and prepared myself for the coming challenges in the future. Thank you for this opportunity!



## **Hajjah Wan Shahreen Binti Haji Wan Hawari**

Manager (Business Marketing)  
Tenaga Nasional Berhad



Course was a tough one but I must say it was ENJOYABLE definitely! I get to understand how marketing works around the world and made lots of new friends. Knowledge and experience throughout my learning at CPM helped me a lot in implementing Marketing as a whole.



## **Chee Ming Luan**

Manager Business Intelligence  
Airline Marketing  
Malaysia Airports Holdings Berhad



Thank you MAHB & IMM for pushing me to heights that I never thought possible.



## **Noor Hafiza Ruslan**

Senior Manager, Marketing Communications, Aviation  
Marketing & Development  
Malaysia Airports Holdings Berhad



I am glad I took the challenge to pursue CPM (Asia) programme. It was an incredible journey – the knowledge sharing, teamwork and discussions among the participants from various industries was truly amazing. CPM has opened my horizon in marketing knowledge and business strategies. Thank you IMM especially to the trainers and staff for the support and giving what it takes to ensure we excel in CPM.



## GRADUATES CLASS 2/2018



### **Sarjanisham Darus**

Senior Manager, Business Intelligence & Strategy  
Malaysia Airports Holdings Berhad  
Aviation Marketing & Development Division



It was quite a journey going back to the lecture hall, having study groups and going through the course material. Nonetheless, it was all worthwhile to have gained new friends, valuable knowledge, sharing of professional experiences and insights of our respective careers and industry.



### **Hani Azman**

Inside Sales Executive  
Prestariang System Sdn. Bhd.



"THE GREAT JOURNEY IS THE GREAT RESULT"



### **Harry Khaw Chia Hau**

Products Planner  
Honda Malaysia Sdn. Bhd.



I gained distinctive marketing knowledge throughout this journey. It was a fantastic experience indeed! As a Certified Professional Marketer, this is a vital knowledge and skill set useful for future. Learning everyday is the ultimate key to success. I would like to wish all members great success in your individual career development and fulfillment of your path in all that you choose to pursue.



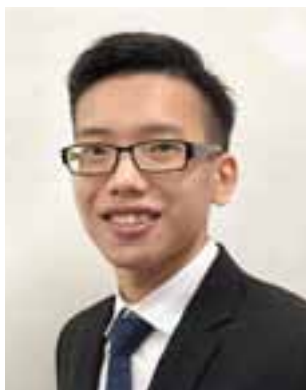
### **Lee Jia Wen**

System Analyst  
Tenaga Nasional Berhad



Through CPM, it helps me realize to start in marketing is pretty simple. If you want to attract people's attention, first start by creating something that "WOW" yourself. This is where you start your journey.



**Chong Xie Chow**

ICT Executive  
Tenaga Nasional Berhad



With the background in Information Technology, CPM (Asia) was undeniably challenging for me. However, benefit from the great knowledge shared by the trainer and friends throughout the course, I have learnt much more than just to pass a certification. Both knowledge in marketing and certification CPM (Asia) have assisted me in advancing my career.

**Mohd Hazfizul Bin Md Ali**

Industrial Linkage Executive cum Lecturer  
Admal Aviation College

Alhamdulillah, it was a short but remarkable journey of CPM (Asia). The journey unlock my hidden potential in marketing and the knowledge and skills attained are great to be used in my entire career. I also have met with amazing people pursuing the same thing. Thanks IMM for this amazing journey.

**Hiew Yeap Teng**

Senior Sales Executive  
Behn Meyer Malaysia Sdn. Bhd.

It is such a great value added collaboration between IMM and PBS for the MBA Marketing to top up with the Certified Professional Marketer, which brings the enlightenment to both programs.

I am blessed to get to know a lot of energetic industry experts and learnt a lot of knowledge throughout the journey. Thank you IMM for providing such a great platform.

**Nik Nur Syahirah Ahmad Radzi**

Consumer Marketing , Executive  
Blu Inc Media Sdn. Bhd.



It has been a wonderful time while taking the CPM (Asia) course with IMM. I've learnt a lot through the journey and met amazing individuals that have changed my perception towards business environment in Malaysia. This experience definitely inspires me in completing my master's study as well as in expanding my career growth.



# GRADUATES CLASS 1/2019



## **Loh Say Wei**

Assistant Manager, Marketing  
Web Commerce Communications Limited

**webnic**  
accelerate your business

My experience here in CPM (Asia) has been truly remarkable. It has been a brief but yet challenging journey. The trainer and IMM are caring, approachable and dedicated. They have never hesitated to share with us more of their seemingly unquantifiable knowledge. Much gratitude!



## **Anis Zakiah Khairulzaman**

Consultant (Change Management)  
TNB Integrated Learning Solution (ILSAS)

**ILSAS**  
TNB INTEGRATED LEARNING SOLUTION

It has been a worthwhile and encouraging experience, as change management consultant, my primary responsibility is to assist target audience or impacted people to adopt the change which I can relate to what I had learned in CPM (Asia) training programme. I am excited about this program and believe it will be a personal, as well as a professional, enriching experience for others who will be joining this programme in future. Thank you IMM for this grateful experience!



## **Wong Jo Ann**

Marketing Executive  
Daikon Malaysia Sales & Service Sdn. Bhd.

Taking CPM (Asia) examinations was definitely not a walk in the park but the knowledge acquired in the intensive trainings have opened my eyes to different approaches to understanding marketing issues in the region. As such, I look forward to many more opportunities of fellowship and knowledge sharing among our growing marketing community within the association. God bless and cheers.



## **Ong Wan Yi**

Web Developer  
Prologic Marketing Sdn. Bhd.

To be recognised as part of the CPM (Asia) is a great honor and a privilege, thank you IMM! This is a great place where we get together and learn not just academically, but also about friendship, teamwork, leadership and also life. Thank you Putra Business School for giving me this opportunity.



**Ahmad Nadeem**

Marketing Director  
N.K Pharmaceuticals Pvt. Ltd (Pakistan)



The pursuance of this certification was to enhance my marketing knowledge, especially for entire Asia. It was a short one, however with a lot of learning opportunities. It has helped in improving my marketing skills which I can apply to my company.

Thank you IMM for your complete support and guidance along the way.

**Chu Han**

Freelance Marketing Consultant

My CPM journey has not been simple due to the language barrier, but with the support from IMM and PBS lecturers I was able to complete the course and graduate.

Thanks to everyone involved during my CPM journey. This experience is very valuable and I am grateful to be given this opportunity. Thank you.

**Illiyyin Binti Ahmad Taha**

Senior Executive, PR and Communications  
TPC Kuala Lumpur , Sime Darby Property



KUALA LUMPUR

The journey and experience in obtaining a CPM Status has been quite a ride and I am truly grateful to be given such opportunity to meet new people from various background and industry, that helps to shed more light on the world of Marketing that is ever changing progressively. It is a great exposure that I will forever treasure!

**Kamarul Azhar Bin Mohd Kasim**

Manager, Route Development  
Aviation Marketing & Development Department



Marketing is a process that includes lifelong, continuous development due to the new product and emerging technologies.

By attending CPM (Asia) course, it equipped me to take on modern marketing challenges.



## GRADUATES CLASS 2/2019



**Mohd Safwan Bin Fital**  
Local Market Manager  
H.I.S. Travel (Malaysia) Sdn. Bhd.



I start my journey from Putra Business School, MBA Class. Since the class is major in marketing, CPM certification is one of the requirement. IMM had been helpful to support us in CPM journey. We really appreciate the effort.



**Nurhazreena Khalid**  
Online Dropshipper

It was a journey that opened my mind and set up the new path that I would be taking in my career. Changing direction from I.T. to Marketing is not easy and CPM (Asia) is the stepping stone that equips me with knowledge that professional marketer should have. Thank you PBS and IMM for this opportunity.



**S. Kajaintharan A/L P. Sithambaram**  
Secretary/CEO  
Koperasi Gemilang Malaysia Berhad



Koperasi Gemilang Malaysia Berhad

With 40 years of co-operative business experience, whereby marketing has been an integral part of my co-operative management knowledge and skills, professionally in approaching new potential markets and further capture new customers on a long-term relationship basis.

Extending my sincere thanks to IMM in playing a pivotal role in providing us with this latest master-class marketing knowledge and techniques of par-excellence, applicable in this changing global market environment. Thank you for this wonderful opportunity IMM.



**Sara Wahab**  
Marketing Coordinator  
Sante Group

Thank you IMM and PBS, for providing me such a great opportunity of receiving CPM status. It was a short but very interesting journey of getting to CPM title. We have learned a lot and enjoyed a lot. Meeting new people with high experience was the most precious thing for me. Network and great certificate are the biggest outcomes of my CPM journey.



**Wahida Mahjabeen**

Head of Marketing Communication  
AE-Reliable Consultancy



Being a Bangladeshi student in Malaysia, it was a short but memorable learning journey with IMM which brought out all our marketing knowledge together once again. Thanks to my beloved Putra Business School (PBS) for introducing CPM (Asia).

**Wan Muhammad Afifuddin Bin Wan Akashah**

Marketing Manager  
SNB Kasih Enterprise and SNB Kasih Training & Consultancy



I gain valuable knowledge and experience from pursuing my Certified Professional Marketer journey. The trainers and classmates made the learning process fun and interesting. I am sure that I can implement what I learned in my future story.

**Zainuddin Bin Mohamed @ Zainal**

Senior Manager, Hub & Passenger Development  
Malaysia Airports Holdings Berhad



Marketing has never been an easy subject for me. I took my first Marketing Class when I was in the University and fell in love with the subject. As soon as I graduated, I decided to pursue my interest in marketing. I was thrilled when Malaysia Airports Holdings Berhad offered me to sit for CPM examination. My journey at IMM has been enriching and I would like to thank everyone especially friends at IMM, my colleagues and management team at Malaysia Airports Holdings Berhad for their support.



# GRADUATES JOURNEY





# GRADUATES JOURNEY





# Overview of CERTIFIED PROFESSIONAL MARKETER (CPM) ASIA

## What is CPM (Asia) all about?

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

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

## Benefits of Professional Certification

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

## Who Has Been Awarded (CPM) Asia?

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

## How Can You Become A Certified Professional Marketer?

You must:

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

The Qualifying Examination covers the following subjects:

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

The two (2) compulsory subjects are:

1. Asia Business
2. Asia Marketing Management

## Exemption for Prior Academic Achievements and Work Experience

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

## Examination Format

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

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

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

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



# Overview of CERTIFIED PROFESSIONAL MARKETER (CPM) ASIA

## Award of the CPM (Asia) Status

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

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



CPM Qualifying Examinations  
Certificate



CPM Status Certificate

## CPM (ASIA) GRADUATES: 1995 – 2020

NO	COUNTRY	NUMBER OF GRADUATES
1	SRI LANKA	798
2	INDONESIA	443
3	SINGAPORE	309
4	MALAYSIA	118
5	HONG KONG	82
6	PAKISTAN	75
7	THAILAND	74
8	PHILIPPINES	29
9	JAPAN	5
10	TAIWAN	4
TOTAL:		1,933

\*Updated as at 1st January 2020



INSTITUTE OF MARKETING MALAYSIA

## 28th COUNCIL MEMBERS 2019 - 2021



*Seated (Left to Right):*

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

*Standing (Left to Right):*

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

### IMM's Management and Operations

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

### IMM STAFF



Noorlela Othman



Shafiz Ridzuan



Rahimah Abd. Kadir

The office of the Institute is managed by three (3) full time/ part time staff responsible for all matters pertaining to membership, training, events, administration & finance as well as other special projects undertaken by the Institute.



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Asia Marketing Federation



INSTITUTE OF MARKETING MALAYSIA



# CERTIFIED PROFESSIONAL MARKETER - CPM (ASIA) *INTAKE 2021*

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

Endorsed by National Marketing Bodies of



## Route to CPM (Asia)

2 - Compulsory Subjects

Asia Marketing  
Management

Asia Business

Marketing Strategy

Integrated Marketing  
Communications

Marketing  
Research

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



## April Session

Examination

20th & 22nd April 2021

**Closing Date**  
1st March 2021

## October Session

Examination

19th & 21st October 2021

**Closing Date**  
1st September 2021

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