



INSTITUTE OF MARKETING MALAYSIA

A SPECIAL PUBLICATION
FOR
CERTIFIED PROFESSIONAL MARKETER
(CPM) ASIA

GRADUATES OF
CLASS 1/21 & CLASS 2/2021

1st JULY 2022

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Corporate Brief

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

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

PRESIDENT'S MESSAGE

Message from

Dato' Sharifah Mohd Ismail
President
Institute of Marketing Malaysia



On behalf of Institute of Marketing Malaysia (IMM) and the Council, I wish to convey my heartiest congratulations to Thirty-four (34) candidates who have passed their CPM (Asia) April 2021 and October 2021 examinations successfully. These graduates comprise individuals holding senior positions from various industries and university lecturers, students who are pursuing their degree programme and marketing managers and executives – all in pursuit of obtaining this prestigious certification or fulfilment in their respective careers.

For the second year since the pandemic and imposition of the Movement Control Order or MCO, IMM is unable to hold a Graduation Ceremony in celebration of all the graduates. Nevertheless, IMM will ensure that all graduates will receive their individual certification awards by post. Hopefully, as the country moves from a pandemic to endemic status, IMM plans to organise a social/networking gathering or reunion amongst all our CPM Graduates and Alumni soon.

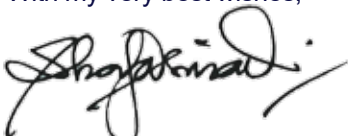
I am pleased to share that IMM maintained its 100% passing rate for the CPM (Asia) examination in 2021. We are proud to have on record, 5 foreign nationals from Saudi Arabia, Iraq, China, Bangladesh and Syria on the achievement list. Among others on the achievement list are the CEO, COO and General Manager of Perbadanan Tabung Pendidikan Tinggi Nasional or National Higher Education Fund Corporation, and senior lecturers from Arshad Ayub Graduate Business School and University Malaysia Kelantan.

Today, there are more than 2,000 graduates of CPM from all over Asia. IMM will continue to play its role in contributing to the increasing number of CPM (Asia) graduates in Malaysia, with support from our members and the industry.

Once again, congratulations to all our CPM (Asia) graduates from the Class of 1/2021 and Class of 2/2021 for your achievement, and do take advantage of your new certification for the betterment of your careers.

Last but not least, I would like to thank our trainers, Council members and staff of IMM for their dedication and commitment in ensuring the success of organizing the CPM (Asia) training programme, classes and examinations which were all held online.

With my very best wishes,



DATO' SHARIFAH MOHD. ISMAIL

Congratulations

TO ALL OUR CPM (ASIA) GRADUATES OF
CLASS 1/2021 & CLASS 2/2021

CLASS 1/2021

- | | |
|---|---|
| 1. ALFADDAA FAHAD IBRAHIM M | 8. DR. LIM ZHI JIAN |
| 2. DR. ARLINAH BINTI ABD RASHID | 9. NOOR ISMALIZA BINTI ABU BAKAR |
| 3. DR. AZLINA BINTI HANIF | 10. PROF. MADYA DR. HJH. NOR HASHIMA BINTI HASHIM |
| 4. HANI MAISARAH BINTI MOHD HAZLAN | 11. DR. NOR IRVONI BINTI MOHD ISHAR |
| 5. HASSAN QASIM MOHAMMED HASSAN ALHASSANI | 12. ASSOC. PROF. DR. SITI ZALEHA BINTI SAHAK |
| 6. DR. IDA BINTI MD YASIN | 13. XIAO YALING |
| 7. INTAN YUSMAHANI BINTI MD YUNOS | 14. DR. AMJAD SHAMIM |

CLASS 2/2021

- | | |
|---|---|
| 1. AHMAD AZRAI BIN ABU HANIFAH | 12. MUHAMAD AIMAN IZZUDIN BIN NASARUDIN |
| 2. AHMAD DASUKI BIN ABDUL MAJID | 13. NOR NADIA SYAHIDAH BINTI SHARUDDIN |
| 3. AIMAN ISKANDAR BIN KHAIDIR | 14. DR. NURUL ASHYKIN BINTI ABD AZIZ |
| 4. HONG YU SHEN | 15. PROF. DR. ROSELINA BINTI AHMAD SAUFI |
| 5. JUMAAT BIN ROSELAN | 16. SALINDA BINTI SANY |
| 6. LIM MEEI HUEY | 17. SALLY RIYAH JNEID |
| 7. MAHMUDA ISLAM | 18. WAN SYAZLIANA BINTI WAN ISLAM @ WAN ABDUL SALAM |
| 8. MASTURA BINTI MOHD KHALID | 19. YB DATUK WILLIE ANAK MONGIN |
| 9. ASSOC. PROF. DR. MOHAMMAD BIN ISMAIL | 20. ZULIANA BINTI ZAINUDDIN |
| 10. MOHAMAD SAUFEE BIN ANUAR | |
| 11. MOSHI UL ALAM | |

FROM ALL OF US AT



INSTITUTE OF MARKETING MALAYSIA



GRADUATES CLASS 1/2021



ALFADDAA FAHAD IBRAHIM M

MBA Student
Putra Business School



My CPM (Asia) journey was knowledgeably enriching and boost both my marketing and my management knowledge. What was unique about the CPM (Asia) class was the opportunity to interact with professionals in the industry, ergo, having a better image of the market reality and how to apply the theoretical concepts to enhance the organization's performance.

It is a true honor to have such a prestigious certificate as the CPM (Asia).



DR. AMJAD SHAMIM

Program Manager, MBA-EM and Senior Lecturer
Universiti Teknologi PETRONAS, Malaysia



Enrolling for Certified Professional Marketer (Asia) was the best decision I have had, for which I wished many years ago. The courses included in the program have a very good combination of theory and practice. The support extended by the Institute of Marketing Malaysia (IMM) during the CPM (Asia) journey is great. The CPM (Asia) program has broadened my knowledge of the practical side of marketing in the Asian region. The case studies and group discussions during the preparation taught me what is happening in the business markets in the region and how marketing is playing its role in developing competitive markets.

Thanks to IMM for extending the utmost support in this journey. Special thanks to Universiti Teknologi PETRONAS for sponsoring me to pursue this program.



DR. ARLINAH BINTI ABD RASHID

Senior Lecturer
**Arshad Ayub Graduate Business School
(AAGBS), UiTM, Malaysia**



As a person working in the teaching and learning environment, I felt that professional certification would be a great move in my career. The CPM (Asia) program enables me to expand my academic and practical knowledge in marketing, business development, and Asian business environment, and to develop meaningful partnerships and give back to my organization, students and wider community.

It was a very valuable learning experience to me personally and my career, and I am blessed to be given the opportunity by AAGBS, UiTM to enrol in the program.



DR. AZLINA BINTI HANIF

Senior Lecturer

**Arshad Ayub Graduate Business School
(AAGBS), UiTM, Malaysia**



Arshad Ayub
Graduate
Business School

I am glad that I took the certified professional marketer course and sat for the exam in April 2021. The training equipped me with a more current knowledge regarding businesses in the Asian region and enabled me to have a more in-depth understanding about what businesses could do to remain sustainable in the marketplace. I was also exposed to the theories and concepts in marketing as well as marketing research elements.

Having a career in academia, I see how having the CPM (Asia) qualification would make a positive impact in my teaching and research skills.



HANI MAISARASH BINTI MOHD HAZLAN

Marketing Executive

Putra Business School



My online CPM (Asia) journey was a truly unforgettable experience. Held during the Covid19 pandemic, we were unable to meet face-to-face with our classmates and instructors. Despite the challenges, it was also a period of fresh discoveries and testing new limits, and I am impressed with IMM's unfailing capability to deliver the latest relevant content by highly professional and experienced instructors.

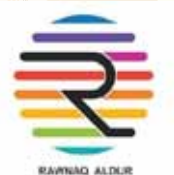
I will be forever grateful for the opportunity, patience and tireless efforts of IMM to accommodate its students in the pursuit of marketing excellence.



**HASSAN QASIM MOHAMMED
HASSAN ALHASSANI**

Marketing Manager

Rawnaq Aldur



My journey with CPM (Asia) has been extraordinarily and challenging in the same time. Studying and understanding the key features of marketing from business and academic experts has sharpened my knowledge and made me able to contribute positively towards my organisation.

Thanks to IMM, I'm very fortunate to be able to obtain this unique yet important qualification and I strongly encourage everyone to step up and apply for CPM (Asia) because I can promise you it is worth every single penny.



GRADUATES CLASS 1/2021



DR. IDA BINTI MD YASIN

Lecturer
Putra Business School



The CPM (Asia) program was very insightful and made absolute sense in terms of the principles and their application.

I am thankful for having the opportunity to attend and network.

Thank you IMM.



INTAN YUSMAHANI BINTI MD YUNOS

Diplomatic and Administrative Officer (PTD)
Ministry of Entrepreneur Development



A journey of a thousand miles begins with a single step.

A journey of my great marketing practices begins with CPM (Asia).



DR. LIM ZHI JIAN

Technical Services Manager
MSD Animal Health



People might think it is difficult to articulate veterinarian with marketing. The truth is, marketing is in my every day's life. It is not about you know how, but it is all about you know who. Same goes to study marketing, getting to know and enrol in CPM (Asia) is my greatest achievement! The way they educate and instil knowledge are truly beneficial to me who always want to be a business owner and marketer.

Learn while you still can, and choose the correct channel, which is CPM (Asia).



**PROF. MADYA DR. HJH.
NOR HASHIMA BINTI HASHIM**

Senior Lecturer

**Arshad Ayub Graduate Business School
(AAGBS), UiTM, Malaysia**



UNIVERSITI
TEKNOLOGI
MARA

Arshad Ayub
Graduate
Business School

CPM (Asia) gave me the platform to enhance my strategic marketing tools and applications in the real-world with the emphasis on Asia companies and countries. As an academic, the CPM (Asia) endorses academics as a professional certified marketer and I strongly suggest all academics to be part of the CPM (Asia).

Thank you to AAGBS and IMM for giving me the opportunity to embark on my CPM (Asia) journey. It was indeed an enriching and fulfilling journey.



**DR. NOR IRVONI
BINTI MOHD ISHAR**

Senior Lecturer

**Arshad Ayub Graduate Business School
(AAGBS), UiTM, Malaysia**



UNIVERSITI
TEKNOLOGI
MARA

Arshad Ayub
Graduate
Business School

Marketing has always been an area of passion. Having had the chance to participate in the CPM (Asia) program rejuvenates the soul. Especially during the pandemic Covid-19, it brought some excitement to learn and do activities online with my fellow CPM (Asia) classmates.

Thank you, Institute of Marketing Malaysia (IMM), for the opportunity – this indeed leaves a unique mark in my entire career as a marketer.



NOOR ISMALIZA BINTI ABU BAKAR

Executive Marketing & Corporate
Communications

Putra Business School



My enrolment in CPM (Asia) has taught me that marketing is more than the heart of a business. I took the golden opportunity to participate in CPM (Asia) to improve myself and widen my knowledge. I get to understand how marketing works around the world and made lots of new friends. CPM (Asia) has opened my horizon in marketing knowledge and business strategies.

Thank you to Putra Business School (PBS) and IMM for giving me this golden and amazing opportunity!



GRADUATES CLASS 1/2021



**ASSOC. PROF. DR. SITI ZALEHA
BINTI SAHAK**

Marketing Lecturer
**Arshad Ayub Graduate Business School
(AAGBS), UiTM, Malaysia**



UNIVERSITI
TEKNOLOGI
MARA

Arshad Ayub
Graduate
Business School

At first, I was not sure either to go for CPM (Asia) or not. I perceived CPM (Asia) as more for industry people. However, after attending the IMM-CPM Virtual Open Day, I decided to go for it! The CPM (Asia) journey was exciting! It offered an excellent opportunity for me to gain and critically explore issues, trends and strategies of businesses in Asia. Apart from the CPM (Asia) classes, I got the chance to participate in the IMM's various webinars on current marketing issues, delivered by outstanding local and international guest speakers. These have helped me enrich my knowledge. Indeed, CPM (Asia) is for all!

My thanks to Arshad Ayub Graduate Business School (AAGBS) of UiTM, IMM, and AMF for this great opportunity!



XIAO YALING

Marketing Management Trainee
Longey Real Estate

It was a remarkable experience while taking the CPM (Asia) courses with IMM. I am super honoured to meet everyone from different background in my CPM (Asia) journey that gives me a very good opportunity to widen my knowledge, sharing insights of our respective careers, and also strengthen myself to facing the coming challenges in the future.

Lastly, thanks PBS and IMM for providing this amazing experience.

CONGRATULATIONS GRADUATES OF CLASS 1/2021





AHMAD AZRAI BIN ABU HANIFAH

Marketing & Business Development cum
Event Planner

Malaysian Export Academy Sdn. Bhd.



Throughout my CPM (Asia) Journey, I have learned the fundamental core of marketing, which is to establish a “connection”. It is important be connected as it establishes relationship between business and people.

Good marketing helps create a strong connection between its business and customers. Hence, marketing is constantly revolving and establishing a connection between business and society. Connection is also important to establish a progressive team bringing business forward.



AHMAD DASUKI BIN ABDUL MAJID

Chief Executive

**Perbadanan Tabung Pendidikan Tinggi Nasional
(PTPTN)**



My CPM (Asia) journey started when I was introduced to IMM by Dato Sharifah. We had few discussions and being a non-profit organization, IMM networking can be very helpful and good reference for organization like PTPTN to conduct our marketing more professional.

At the same time, we will be able to gain more practical understanding of marketing technique across Asia region during webinar and knowledge sharing session organized by IMM.



AIMAN ISKANDAR BIN KHAIDIR

Customer Experience Specialist
Grab



My CPM (Asia) journey was very fulfilling and informative. As someone who was previously in the marketing industry, CPM (Asia) has shown me that marketing is a much bigger picture in businesses.

Frankly, CPM (Asia) is the platform for companies to get their staff to be ahead in marketing. I would like to thank IMM for giving me this opportunity.

It was a blast!



GRADUATES CLASS 2/2021



HONG YU SHEN

Market Manager, Asia Pacific
Mettler-Toledo Services Asia-Pac Sdn. Bhd.



Education is not preparation for life; education is life itself.

Congratulations graduates of the class of 2021!



JUMAAT BIN ROSELAN

Assistant Director
Public Service Department (PSD)



As I have learnt various marketing programs provided by IMM, it was so joyful to continuously improve my existing knowledge that can be useful for my future career. We do acknowledge that today's marketing is to be beyond expectation.

Thus, many Corporations are seeking flexibility and dynamics in terms of providing new solutions that enhance valuable sustainability in the hyper competitive environment.



LIM MEE HUEY

MBA Student
Putra Business School



My time at CPM (Asia) has help to widen my knowledge in marketing field. I was taught to understand the industries' trend and economics that is changing constantly.

It made me realise that marketers must adapt in performing their jobs.



MAHMUDA ISLAM
Retail Account Manager
TDCX



It is a great honor and privilege to be a part of CPM (Asia). This course has helped me to recognize and understand marketing issues and perspective for the region, which has been a great help in my current job role.

Many thanks to IMM & PBS for this wonderful opportunity.



MASTURA BINTI MOHD KHALID
Chief Operating Officer
Perbadanan Tabung Pendidikan Tinggi Nasional
(PTPTN)



Those around me will know that my path in CPM (Asia) hasn't been an easy road. Meddling between office task including official outstation duty and classes was a challenge to me.

But the truth is, I never regret attending this as I have the chance to know precious treasures that strengthen my knowledge and skills in strategizing action plan for my organisation to achieve its goal.

Thanks to PTPTN and everyone that have been supportive during the period.



ASSOC. PROF. DR. MOHAMMAD BIN ISMAIL
Senior Director, UMK Entrepreneurship Institute (UMKEI)
Universiti Malaysia Kelantan



Marketing affects our daily lives, therefore we must innovate continuously and discover new knowledge about marketing. It has forever remained as my passion due to its uniqueness. Marketing also facilitates creative growth while enriching knowledge.

My CPM (Asia) journey was really exciting. Apart from that, the sharing session by experts has enhanced my knowledge both personally and professionally.

Thank You UMK and IMM for the support and great opportunity.



MOHAMAD SAUFEE BIN ANUAR

Marketing and Property Unit
Waqaf An-Nur Corporation Berhad,



CPM (Asia) program emphasizes the role of marketing in businesses and the concepts are also suitable to apply in non-profit organizations; foundation and religious institutions. Marketing encompasses a bigger scope other than the achievement of revenue and profits of a company, it is also reflection of the organization's value proposition, managing the customer relationship, customer decisions or intention behaviour, branding, consumer buying process and the new digital era.

I like to express my sincerest thanks to Yayasan Darul Hadis Pulau Pinang for sponsoring my CPM (Asia) Program.

Thank you to Waqaf An-Nur Corporation Berhad for giving me the chance to participate in this CPM (Asia) Program. Jazakallahu Khairan.



MOSHI UL ALAM

Customer Service Specialist
SRG Asia Pacific Sdn Bhd



"Marketing is what you do, not what you say."



MUHAMAD AIMAN IZZUDIN BIN NASARUDIN

Founder/Chief Marketing Officer
TTS Resources

The key to a successful branding is digital marketing. As a SME business owner in F&B industries, I acknowledge that having digital presence is vital especially during this pandemic era.

Marketing builds your business brand whilst digital marketing expands your business.



NOR NADIA SYAHIDAH BINTI SHARUDDIN

Managing Director
Ajibu Engineering

"Go the extra mile; it's never crowded." — Unknown

Sitting for the CPM (Asia) exam was the extra mile for me. Not only was it not crowded but the crowd was among amazing and brilliant people who share the same enthusiasm as mine in marketing.

The extra mile was absolutely worth it and despite loving lesser crowd, my wish is more people will find their way with CPM (Asia).



DR. NURUL ASHYKIN BINTI ABD AZIZ

Lecturer
Universiti Malaysia Kelantan



Alhamdulillah, for the experience of being on the CPM (Asia) journey. My knowledge of marketing increased when I joined this CPM (Asia) program. The CPM (Asia) experience has greatly helped my teaching and learning activities as an academician.

In addition, this CPM (Asia) adds value to my qualification and motivates me to continue exploring future knowledge. Marketing has always been my passion. Thank you UMK and IMM, for the support throughout this incredible journey.



PROF. DR. ROSELINA BINTI AHMAD SAUFI

Dean, Malaysia Graduate School of Entrepreneurship
and Business
Universiti Malaysia Kelantan



My journey throughout the CPM (Asia) course was inspiring. It is not just about marketing, but the knowledge to understand your stakeholders and be able to strategize well to confront the challenging business environment.

It is a great experience to be in the CPM (Asia) class and being guided by well experienced resource people. Thanks to UMK and IMM for giving me this great opportunity.



SALINDA BINTI SANY
Deputy Director
Malaysia Tourism Promotion Board



I'm glad I enrolled in CPM (Asia) and attended a few lecture sessions to gain informative insights into how to capture customers' hearts and minds in this competitive landscape.

From travel and tourism perspective, I believe there is a silver lining to COVID-19 crisis. The pandemic has taught us to stay in control over the speed of change to remain calm, be positive and fight this outbreak.



SALLY RIYAH JNEID
MBA Student
Putra Business School



My CPM (Asia) journey has been a blend of cutting-edge marketing theories, as well as the implementation of actual industry-based solutions, all of which have served as a bridge linking the professional skills and educational knowledge required for today's market. A master's level class demonstrating key marketing strategies for acquiring and retaining profitable customers.

The strategies and communication in marketing allow to build a brand through digital marketing, analyses, measure marketing effectiveness, and integrates the marketing strategy across all digital channels. CPM (Asia) also fosters individual's professional credibility and career in which IMM deserves the recognition and credit.



**WAN SYAZLIANA BINTI WAN ISLAM
@ WAN ABDUL SALAM**

General Manager
Perbadanan Tabung Pendidikan Tinggi
Nasional



'Marketing is only sales' that was my thought before I jumped into the marketing field, accidentally. Being an accountant by profession, I never imagined that marketing was actually the 'heart' of an organization, until CPM (Asia) shook my mind, woke me up and opened my eyes.

As a marketer, my current aim is to focus on bringing PTPTN as a customer-centric organization. I hope to wipe off people's mindset and the clichés of PTPTN, and thus CPM (Asia) has shown me the way to do so.



YB DATUK WILLIE ANAK MONGIN

Deputy Minister of Plantation Industries and
Commodities, Malaysia.

**Ministry of Plantation Industries and
Commodities, Malaysia.**



"You can't sell anything if you can't tell anything." - Beth Comstock

All things considered; I would have never thought that I will complete my MBA in Marketing plus Certified Professional Marketer (Asia) in the midst of a global destructive pandemic – with no regrets. The study mode transitions combined with determination, gut, faith, adaptability and a salt of wit were among the ultimate defining elements that coloured by my academic adventure by default.

The rulebook is that marketing remains as the heart beat in every business. With the influx of premium products and excellent services in the market, each Millennial is an opponent. Only those who are able to tell story can sell, prevail and truly flourish. While the underdog will slowly diminish away – if no one is looking.

Consciously, marketing is a strategy of communication to earn users limited and expensive attention. Hence, start creating a shocking content, with cheeky messages that inspire emotion and turn eyes towards your business. My bucketful of dream as a marketing professional is now a well-invested passion and career. Rise above and nail the lead.



ZULIANA BINTI ZAINUDDIN

Deputy Head of Marketing
Love & Laugh Group



CPM (Asia) has opened so many potentials of mine that I never thought I had it in me. It developed my creativity in thinking which allowed me to have a better understanding on Asia and other countries' business market.

The journey was sweet and challenging yet I enjoyed every moment during my time in CPM (Asia). It was fun indeed.

Thank you, CPM (Asia).

CONGRATULATIONS GRADUATES OF CLASS 2/2021





GRADUATES JOURNEY

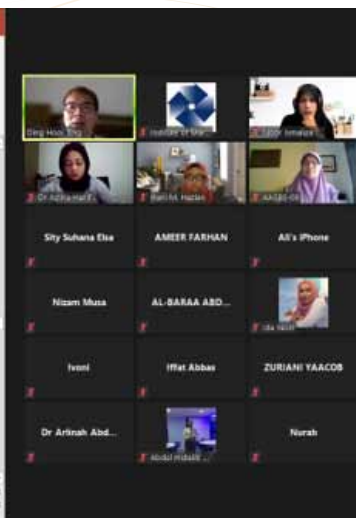
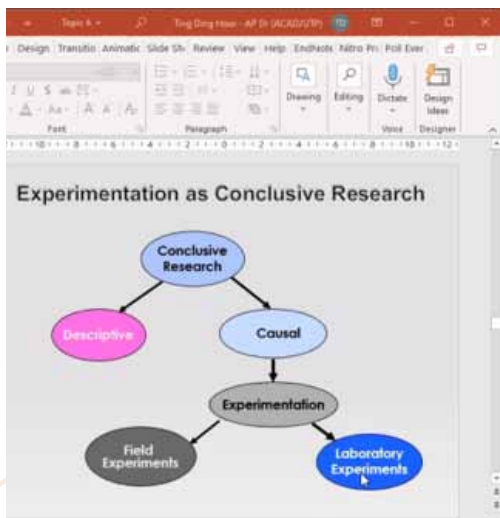


CPM (Asia) Class 1/21
Marketing Research

Dr. Ting Ding Hooi
 BEc (Hons), MSc Economics,
 MSc Decision Science, PhD (Marketing), GCHE

Suitability for various Asian countries

- All quantitative designs have been used by different researchers
- How accurate are the data and implications
- If you use only factors determining a particular behavior, it might not be useful in practice
- Experiment is more useful



Dr. Ting Ding Hooi	Dr. Ting Ding Hooi	Dr. Ting Ding Hooi
Dr. Ting Ding Hooi	Dr. Ting Ding Hooi	Dr. Ting Ding Hooi
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Dr. Ting Ding Hooi	Dr. Ting Ding Hooi	Dr. Ting Ding Hooi
Dr. Ting Ding Hooi	Dr. Ting Ding Hooi	Dr. Ting Ding Hooi

SEE | LISTEN | SPEAK

Virtual Live Class with Prof. Hooi

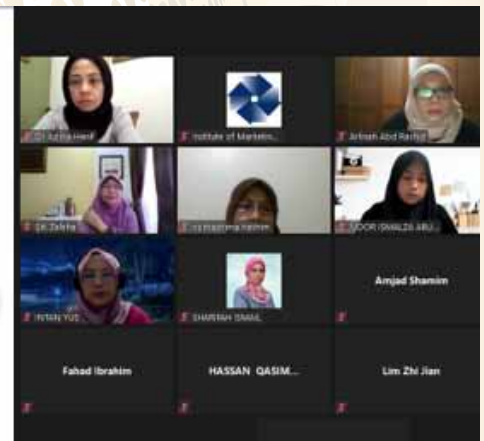
CPM304 Asia Business

Objectives

This module seeks to furnish a sound foundation of business practices within the Asia 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 technological, economic, political/legal and socio-cultural environment affect the operations and characteristics of business in Asia markets.

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

- analyse the business and economic interaction between the various Asian countries and the regionalization and globalization of their state and private sector enterprise.





Marketing Audit



INSTITUTE OF MARKETING MALAYSIA

CERTIFIED PROFESSIONAL MARKETER (CPM) ASIA

INTEGRATED MARKETING COMMUNICATION

30 hours 22/11/2021 (Sat) 5pm

Dr. Nur Hafizah, Managing Director, Integrated Marketing Malaysia, Lecturer, Asia Pacific University
Marketing Professor, Universiti Kebangsaan Malaysia, Adjunct Professor, UTM International University
Chairman, Board of Directors, National Chamber of Commerce & Industry, UTM International University
Member, Malaysia Council of Marketing, International Institute of Business Management & Strategy, UTM International University
Recipient: Asia NIO Award, Jakarta 2013, Best Operating Company Best Overall CEO Award Best, 2015

ACTIVITY

BENCHMARK PRACTICES REVIEW

OVERVIEW

This workshop serves to explore the core fabric of marketing communication tools, strategies and tactics within the business development planning of an organisation.

It will showcase the relevant applications of advertising, direct marketing, public relations, sales promotion and the web, covering their purposes, functions and linkage to deliver an integrated marketing communication program for successful marketing of an organisation's product/s or service.



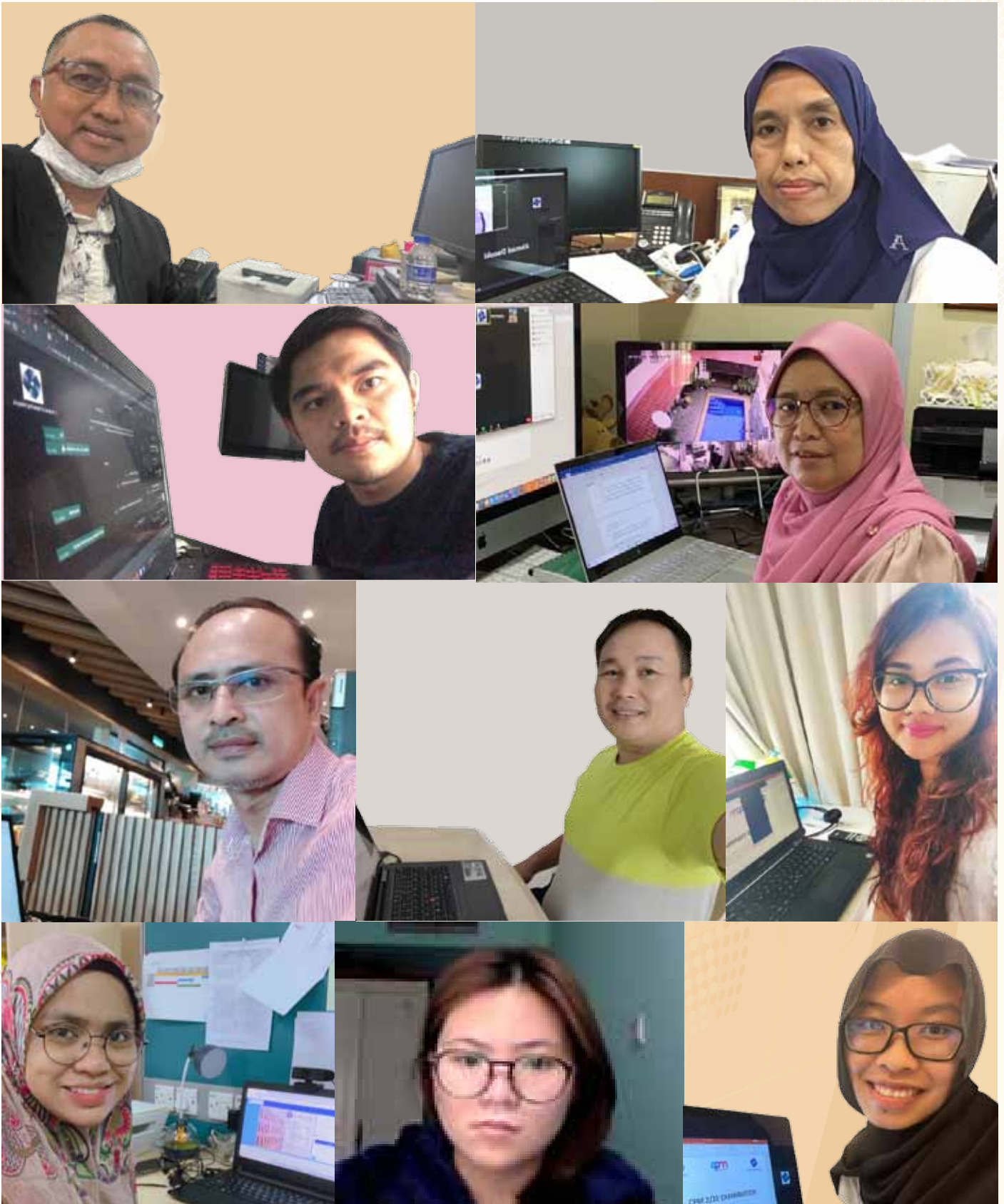
BECOMING A NEW AGE MARKETER

- Make sense of today's complex and changing markets, and distinguish between the hot spots, cool places, white spots and black holes
- Become the driving force of your business strategy, identifying new sources of competitive advantage



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.



Life Membership of IMM Certificate



CPM Qualifying Examinations Certificate



CPM Status Certificate

CPM (ASIA) GRADUATES: 1995 – JANUARY 2022

NO	COUNTRY	NUMBER OF GRADUATES
1	SRI LANKA	992
2	INDONESIA	495
3	SINGAPORE	328
4	MALAYSIA	200
5	HONG KONG	82
6	THAILAND	74
7	CHINA	16
8	PHILIPPINES	6
9	JAPAN	5
10	TAIWAN	4
11	PAKISTAN	75
		TOTAL: 2,207

*Updated as at 1st January 2022



DATO' SHARIFAH MOHD. ISMAIL
President
Institute of Marketing Malaysia



PROF. EMERITUS DATUK DR. N. MARIMUTHU
Vice President
President, Federation of Malaysian Consumers Association (FOMCA)
President, Malaysian Association of Standards Users



HASLINA AZLAN
Honorary Secretary
Manager, Telekom Malaysia Consumer Selangor



FARUZ MUCHTAR BAWAZEER
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Chief Executive
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Director
Wawasan Open University
Penang Regional Centre

IMM STAFF



Shafiz Ridzuan



Rahimah Abd. Kadir

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 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.

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

CERTIFIED PROFESSIONAL MARKETER - CPM (Asia)

**INTAKE: October 2022
April 2023 & October 2023**

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.



2022 Session

Registration Closing Date:
1st September
Examination
25th & 28th October

2023 Session

Registration Closing Date:
1st March
Examination
2nd May & 4th May
Registration Closing Date:
1st September
Examination
24th & 26th October

A member of:



For enquiry and registration please contact:

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and Finance

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Management)

PhD



Accredited by MQA



Accredited by ABEST21



Member of AACSB



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