

The **CPMM®** credentials indicate a thorough understanding of the product marketing functions which are responsible for ensuring the success of the product in the marketplace. The CPMM® focus begins with a successful launch and continues as the product moves through growth, maturity and eventual decline. The exam covers pricing actions, product focused marketing communications activities and how the CPMM represents the product to sales people, the channel and customers.

The CPMM® credential demonstrates skills in the areas of:

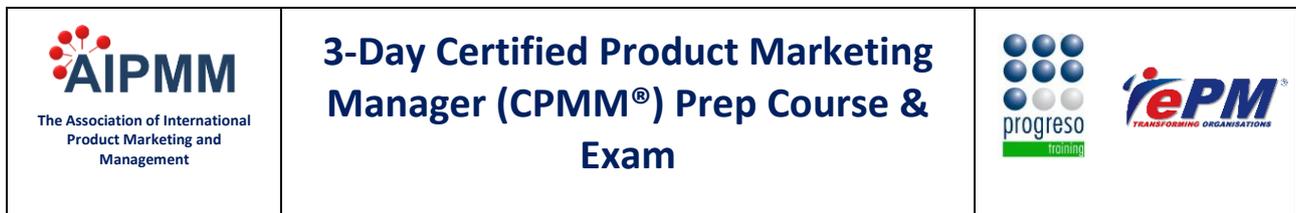
- Both strategic and tactical marketing functions throughout the product life-cycle
- Creating and executing the marketing plan and budget
- Managing the creation of marketing deliverables
- Creating marketing campaigns to drive customer acquisition and revenue
- Assessing the marketplace, customers, competition, and trends through
 - Research
 - Analysis
 - Evaluation of relevant data
- Translating insights into compelling business, product or service opportunities
- Measuring and analysing product and business performance
- Recognizing and recommending opportunities for improvement

This course allows you to thoroughly prepare for and take the prestigious industry-standard AIPMM CPMM® certification exam. It contains everything you need to master the material and be ready to become certified. This course is AIPMM ProdBOK® Approved.

This AIPMM certification exam preparation course provides participants the opportunity to pursue continuing education, increase industry involvement and industry-wide recognition. It provides a thorough review of key concepts and terminology to help participants prepare to take the exam to earn the Association of International Product Marketing & Management (AIPMM) prestigious Certified Product Manager (CPMM®) credential. It covers the strategy for answering the exam questions and a Q&A for anything else participants want to review. It fully prepares participants to take the Certified Product Marketing Manager (CPMM®) certification exam.

This course covers advanced strategies, methodologies and techniques to plan and market products throughout each stage of their life cycle, bridge the innovation-execution gap, and improve the market value of your product portfolio to:

- optimize commercialization
- develop strategic marketing functions throughout the product lifecycle
- create & execute the marketing plan & budget
- manage deliverables & campaigns
- drive customer acquisition & revenue
- assess the market, competition & trends
- translate insights into compelling business opportunities



Attend this training course and you will be able discover customer insights, identify market trends and create demand for your company’s products from product launch, growth and maturity to its decline. Identify and address important issues that will enable the product to achieve its full potential through market segmentation and distribution channels, understand customer buying behaviour, get a one year AIPMM membership and take the exam to become an AIPMM Certified Product Marketing Manager(CPMM®).

Course includes the following:

- Instructor-led training at preferred customer site
- Web-based training you can access from anywhere for 90 days
- Printed course handbook
- Practice quizzes and exam questions to prepare for certification exam
- Copy of ProdBOK Guide (\$65 value per person)
- AIPMM CPMM® certification exam fee (\$395 value per person)
- AIPMM standard membership (\$150 value per person), which includes single-user license for product management lifecycle templates, whitepapers and reference books from the 280 Group (\$99 value per person) and much more

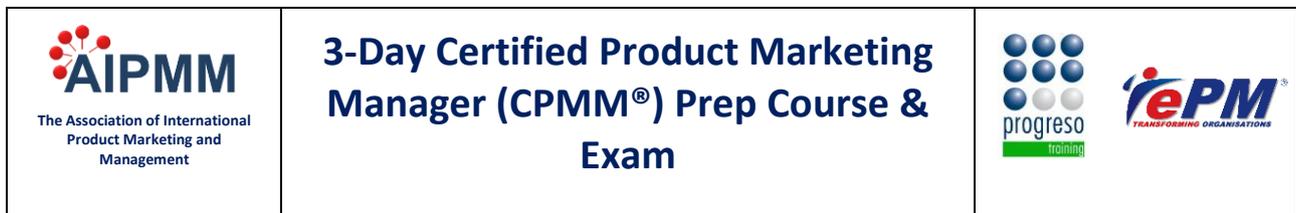
Stand out from the crowd. Prove your mastery of Product Management strategies, methodologies and techniques to achieve exceptional product outcomes. Get a great promotion, raise or new job. Accelerate you career. Price includes training course, templates, guides, tools, AIPMM membership, and corresponding certification exam fee. This course will easily pay for itself with your next job promotion, performance review or new job.

Benefits to Product Marketing Managers:

- Gain knowledge and critical skills in Product Management at home or office
- Validate your expertise in Product Management
- Advance your career in Product Management
- Differentiate yourself from others
- Get a great new job or promotion
- Open up new opportunities in growing markets
- Increase your salary dramatically over your entire career
- Thoroughly prepare to take the CPM® certification exam

Benefits to Executives, VPs/ Directors of Product Management

- Increase team skill sets and effectiveness
- Help your employees grow their careers
- Increase team satisfaction
- Ensure planning efforts are aligned with business, market and growth strategy



Benefits to HR Departments & Training Professionals

- Provides employees with a widely-respected credential
- Eliminates the cost of bringing a trainer onsite or sending attendees to training
- Affordable comprehensive training that can be started anytime anywhere

Comprehensive training course includes everything you need

- Instant access to on demand self-paced training until successful completion of the exam
- Instant access to study guide
- Instant access to AIPMM glossary of terms used in the exam
- Access to archived instructor-led sessions after they are delivered for review

Earn the industry-standard prestigious AIPMM certification

- Includes the Certified Product Marketing Manager (CPMM®) certification exam fee
- Stand out from other Product Managers
- Show that you are an expert in Product Management
- Prove that you have mastered both theoretical and practical as well as strategic and tactical concepts

Who Should Attend

This course is designed for product managers, product marketing managers and brand managers who want to understand strategies, methodologies and tools to manage and market successful products and improve their productivity. It is also for those interested in preparing to take the AIPMM Certified Product Marketing Manager (CPMM®) certification exam.

Instructor-Led On-Site Training

This training program defines the role of product marketing and discusses how product marketing managers contribute to create value within an organization. Participants will obtain actionable knowledge to plan your organization's products and market them effectively. It also discusses key deliverables to plan, manage and market your organization's goods and services. It will take you step-by-step through the AIPMM Body of Knowledge (ProdBOK®). You'll learn the value of defining and implementing a formal product planning process in a cohesive, orderly fashion. This course is highly recommended for product professionals planning who want to thoroughly prepare to take the AIPMM CPMM® certification exam. The certification exam is administered during the last two hours of the course.

 <p>AIPMM The Association of International Product Marketing and Management</p>	<h2>3-Day Certified Product Marketing Manager (CPMM®) Prep Course & Exam</h2>	 <p>progreso TRANSFORMING ORGANISATIONS</p>
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Course Agenda

The following topics are covered in the on-site training sessions:

Session No.	Topics	Time / Length & Deliverables
Day 1	<ol style="list-style-type: none"> 1. Overview 2. Exam Guidelines 3. Introduction to Product Management and Marketing <i>To discuss what is product management, product marketing, what is difference between them, what roles do each play in the organizational lifecycles function that has inbound and outbound</i> 4. Product Life Cycle Management Process <i>This section provides an overall view of product lifecycle and discusses the role of product management and product marketing from conceives to retire. Product Management is responsible from conceives to launch; looking internally for cost control and monitor the profit. Many refer to inbound (product development) and outbound (product marketing) functions. And Inbound product management (aka inbound marketing) is the "radar" of the organization and involves absorbing information like customer research, competitive intelligence, industry analysis, trends, economic signals and competitive activity as well as documenting requirements and setting product strategy. In comparison, outbound activities are focused on distributing or pushing messages, training sales people, go to market strategies and communicating messages through channels like advertising, PR and events. In many organizations the inbound and outbound functions are performed by the same perso</i> 5. New Product Development <i>In business and engineering, new product development (NPD) is the complete process of bringing a new product to market. New product development is described in the literature as the transformation of a market opportunity into a product available for sale[1] and it can be tangible (that is, something physical you can touch) or intangible (like a service, experience, or belief)</i> 6. Commercialization <i>Product Lifecycles Stages - Introduction, Growth, Maturity, Decline, Withdrawal. Six-sigma, lean methodology</i> 7. Strategic Planning <i>Strategic planning is essential for organizational success. There is no one model of strategic planning. However, the strategic planning process should include a situational analysis. This consists of looking at the current external and internal environment the organization finds itself in, formulating organizational objectives and strategies based upon the environmental assessment, and developing procedures to implement and evaluate the strategic plan. Strategic plans for business organizations often cover a three-to-five year period, but if the business or its environment is highly dynamic, a shorter period may be advisable.</i> 8. Practice Questions 	<p>08:30 – 17:00 p.m.</p> <p>Marketing Requirement Documents. Product Requirement Documents Functional and Impact Requirements Design Specification Functional Specification Services Innovation</p>
Day 2	<ol style="list-style-type: none"> 1. Product Management Toolbox <i>A review of some of the tools that product managers can use. Pricing Strategies, Porter's 5 Forces, BCG, Ansoff Marketing Matrix, Customer input ... etc</i> 2. Understanding Goods & Services <i>Define the product and different level of a product from a customer perspective and how their expectation and differences in them impact the product requirement. And understand the concept and difference of a product lines, product mix and product extension.</i> 3. Market Research <i>Marketing research is "the process or set of processes that links the consumers, customers, and end users to the marketer through information — information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve</i> 	<p>08:30 – 17:00 p.m.</p> <p>Supply Chain Analysis Product Development Roadmap Product Retire Plan, Marketing Mix Modelling Extended Marketing Mix - 7P - Physical</p>



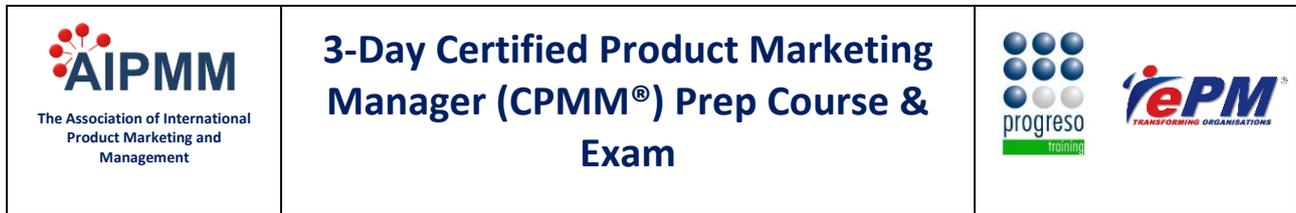
The Association of International
Product Marketing and
Management

3-Day Certified Product Marketing Manager (CPMM®) Prep Course & Exam



	<p><i>understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications."</i></p> <p><i>It is the systematic gathering, recording, and analysis of qualitative and quantitative data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behavior. The term is commonly interchanged with market research; however, expert practitioners may wish to draw a distinction, in that market research is concerned specifically with markets, while marketing research is concerned specifically about marketing processes.</i></p> <p>4. Marketing Mix <i>Review the 4P Marketing mix and discuss the extended marketing mix. And learn how to get the right combination of place, price, product, and promotion in your business. and may also discuss the Shumizi 4C (Consumer's, Cost, Communication and Convenience) and 7°C Compass which is an extend of 4C with Corporation, Commodity Consumer's, Cost, Communication, Channel, Circumstances; and in the digital age, People, Participate, Personalize, Product, Process, Pay, Partner</i></p> <p>5. Branding <i>Understanding the various branding strategies and implementing the branding strategies, creating persona, branding guidelines; trademarks and design; copyright and logo. Brand Management including Brand Development, Sponsorship and Position. Aligning Brand Position with Product Attribute; Benefits and Belief and Value. Branding also include Image, packaging, characters of brand ambassadors; What is Brand Dilution and how not to over extend your brand</i></p> <p>6. Practice Questions</p>	<p>Evidence, People and Process.</p>
<p>Day 3</p>	<p>7. Marketing Planning Process <i>What is Strategic Marketing Plan and the Marketing Process: from goal setting (mission & vision), current situation analysis (market audit, SWOT, Competitive Landscape to market assumption), to creating marketing plan (Setting marketing objectives, forecast of result and alternative plan) and allocating marketing resources and monitor the market (marketing budget; and detail action plan)</i></p> <p>8. Commercial Launch <i>Introduce the various type product launches and Proposed commercialization of a product can raise the following questions: When to launch. Where to launch. A potential vendor can start marketing in a single location, in one or several regions, or in a national or international market. Global roll-outs generally remain the exclusive preserve of multinational conglomerates, Whom to target. Research and test marketing may identify a primary consumer group. The ideal primary consumer group should consist of innovators, early adopters, heavy users and/or opinion leaders. This will ensure adoption by other buyers in the market during the product-growthperiod. How to launch. The prospective vendor should decide on an action plan for introducing its proposed product - plan shaped by addressing the questions above. The vendor has to develop a viable marketing-mix and to structure a corresponding marketing-budget.</i></p> <p>9. Pricing <i>Discuss the various Pricing / Costing Strategies when selling a product or service. The price (COST) can be set to maximize profitability for each unit sold or from the market overall. It can be used to defend an existing market from new entrants, to increase market share within a market or to enter a new market. Businesses may benefit from lowering or raising prices, depending on the needs and behaviors of customers and clients in the particular market. Finding the right pricing strategy is an important element in running a successful business with reference to the Marketing Mix Consideration.</i></p> <p>10. Exam Review</p> <p>11. Practice Questions</p> <p>12. CPM® Certification Exam</p>	<p>08:30 – 14:00 p.m. Business Case Requirement / Document. Financial Justification. Pricing Formula / Strategies. Strategic Marketing Plan, Marketing Communication Plan</p> <p>15:30 - 17:30 pm CPMM® Certification Exam.</p>

The exam review provides access to key topics, definitions, quizzes, and a practice exam to prepare participants for the CPMM® certification exam.



AIPMM Certification Exam

The AIPMM Certified Product Marketing Manager (CPMM®) certification exam assesses the Product Marketing Manager's expertise in understanding processes and key roles needed to plan and implement goods and services that achieve profitability in the marketplace.

The ability to assess licensing opportunities, goods or service enhancements, make recommendations for mergers and acquisitions or withdrawing the goods or services from the portfolio is also measured.

The online CPMM® certification exam is comprised of 120 multiple-choice and a few essay questions that measure product management skills and knowledge in the following key areas:

1. Tools & Measurements [5%]
2. Strategy [10%]
3. New Product Development methodology [10%]
4. Teams, People & Organizational Issues [15%]
5. Marketing Research, Business Plans & Documentation Processes [25%]
6. PLM with an emphasis on effective, real-world decision-making [35%]

The online CPM® certification exam is two hours long. A score of 74% or higher is required to pass. For more information about the certification exam, contact certification@aipmm.com.

Cancellation Policy

- No refunds for cancellations made less than 30 days before the first day of any workshop, seminar or conference; although substitutions to other dates are permitted.
- Cancellations made more than 30 days before the conference will be subject to a cancellation fee of 50% of the event price.
- Certification exam fees are not refundable, however, reservation for seating can be held for the next available exam open date.
- There will be no refunds for registrants who do not attend a workshop, seminar or conference.
- Membership fees are fully refundable for any reason if the request is made within 30 days of enrolment.
- A cancellation notice must be submitted in writing via registered postal mail to AIPMM at 9120 Double Diamond Pkwy, Suite 1996, Reno, Nevada 89521.