WHAT IS CMKP?

Certified Marketing Professional “CMKP” is a certification for professionals who demonstrate knowledge, skills and competencies in marketing and advertising as per the requirements of the Canadian College for Leadership & Management “CCLM”.

CMKP’s are dynamic and fluid professionals who master conveying corporate messages smoothly, promptly and with a wow effect. They master marketing, marketing research, internet and social media, PR and media networking, public speaking and how to present a brand, a product or an image that would be never forgotten.

WHAT IS CMKP Certification Body of Knowledge ‘BoK’?

The CMKP BoK comprises of various themes of knowledge and skills which a CMKP must demonstrate competency in. A CMKP:

1. Understands the basics of marketing, communicates corporate messages in an effective way using various marketing strategies.
2. Conducts market research and social media marketing, masters SEO for online presence and runs successful campaigns.
3. Professionally builds networks and deals with PR and media outlets.
4. Communicates effectively internally and externally using para-verbal and non-verbal communication skills.
5. Reads and analyzes body language effectively and changes conversation and messages accordingly.
6. Presents like professionals using various tools and communication strategies, and using vibrant videos and audios.
7. Masters public speaking using unique process with structured steps and outline.
8. Is ethical, endorses and enforces ethical practices and respects people’s rights in workplaces.
WHO SHOULD APPLY?

If you are a marketing associate, advertising agent or passionate about marketing, then, **CMKP** certification is for you. With **CMKP**, you earn the knowledge and get the status and recognition.

Various people are pursuing **CMKP** certification, including, but not limited to:

- Marketing associates, coordinators and agents.
- Advertising agents, PR coordinators, media experts.
- Coordinators, administrators and call centre agents.
- Customer representatives, sales associates and many more.

WHAT ARE THE ELIGIBILITY REQUIREMENTS?

In its effort to promote sound and solid professional practices and skills in leadership, management, strategy, executive assistance, sales, marketing and human resources, and on the same time, expedite the process of earning the CCLM prestigious certifications, the Certification Board at the Canadian College for Leadership & Management CCLM has decided to eliminate the Eligibility Process for all of its certification exams as of August 1st, 2017.

Therefore, candidates no longer need to submit an eligibility form before taking the exam. The eligibility process has been cancelled and now our exams are open for all candidates.

HOW TO PREPARE FOR THE EXAM?

To prepare for the exam, you might opt to read and study the CMKP textbook and/or attend the CMKP Self-Paced Training courses. Visit our website to learn more.