



Dear Marketer,

Thank you for your interest in the American Marketing Association's Professional Certified Marketer™ program. By choosing to participate and become certified, you are affirming your commitment to excellence in marketing.

Enclosed, you will find the following application materials:

- Frequently Asked Questions
- Application for the Professional Certified Marketer Program
- Suggested Reading Material
- PCM Test Specifications
- Professional Certified Marketer Code of Ethics

Each of these documents contains important information that will help you apply to and prepare for the program. Please review them carefully before you complete the application.

Should you have additional questions, please do not hesitate to contact us at 1-800-AMA-1150. You can also e-mail your questions to cnelson@ama.org.

We look forward to welcoming you as a Professional Certified Marketer!

Sincerely,

Clara Nelson
Program Manager

ELIGIBILITY

Am I eligible to become a Professional Certified Marketer?

To qualify for the program, you must have a combination of education and experience as follows:

A bachelor's degree in any discipline and 4 years of professional work experience

OR

A master's degree in any discipline and 2 years of professional work experience

Once you have met the eligibility requirements and submitted all required documentation (*see below*), you will receive notification and details for exam registration and scheduling

APPLYING TO THE PROGRAM

How do I apply for the PCM program?

You'll need to submit four items to be considered for the program and be approved to register for the examination:

1. Your completed and signed application
2. A signed copy of the Code of Ethics, included with your application materials
3. A notarized copy of your diploma (either bachelors or masters)

or

An official transcript from your college or university

(This document can be obtained by calling your college and requesting a transcript. There is usually a small fee associated with this service. To save a step, you can have the transcript sent directly to the American Marketing Association attn: Professional Certified Marketer Program)

4. Application fee – (refer to the tables below for pricing)

This fee is payable by check or credit card.

Your application can not be processed until all four items listed are received in the offices of the AMA.

When is the deadline for applying for the program?

There is no official deadline for applying to the program but we do suggest that your application arrive at the AMA offices at least two weeks before the beginning of your preferred testing period.

Please note that submitting your application by the deadline does not guarantee that there will be an available testing time at your local test center. If you have limited availability during the testing days, it is best to submit your application six to eight weeks in advance of your preferred testing period.

FEEES

How much does it cost to become certified?

Application and examination fees (in U.S. dollars) are as follows:

	Application Fee	Test Fee	Total
Member	\$ 75	\$ 300	\$375
Non-Member	\$ 100	\$ 435	\$535

If you choose to prepare for the exam, the books on the *Suggested Reading List* vary in cost.

REGISTERING FOR AND SCHEDULING THE EXAM

Once I've been approved to take the exam, how do I register for and schedule the exam?

Signing up for the examination is a two-step process: 1. Paying for the exam and 2. Scheduling your actual exam time and place.

Step 1: Paying for the exam – For your convenience, you can pay for the examination on-line using a credit card. Once you've been accepted into the program, you'll pay your fees on-line to NetCertification, our on-line testing partner. Once your payment has been accepted, you will be given detailed instructions and a toll free number for Step 2: scheduling the actual day and time of your examination at a Prometric testing center.

Step 2: Scheduling your exam time and place -- Approximately eight weeks before the beginning of the exam period, you will be able to schedule your testing day and time at our testing center partner, Prometric. The Prometric representative will help you find the most convenient test center and testing time for you. Please note that neither the AMA nor Prometric can guarantee that your preferred time will be available. It will help if you have two or three test dates and times in mind when you call to register.

When can I take the PCM exam?

You can take your PCM exam whenever you have availability that coincides with your chosen testing center's availability.

Where can I take the PCM exam?

The PCM exam is being administered at Prometric testing centers. Prometric has over 300 comfortable and secure testing centers across the United States and Canada. After you have paid your exam fee, you will be given instructions for calling and scheduling the exam at a center convenient for you. To review the list of cities in your state or province with a testing center:

1. Go to **<http://www.2test.com>**
2. Select your **Area of Study** as **Academic Professional, Government and Corporate**
Select your **Country and State** (where applicable)
Click **Next**
3. In the Client/Program box, choose **NetCertification**
4. In the drop down boxes, select **Net Net5 – 5 Hour Appointment Time Block**

You'll then see a list of all the testing sites in your state. Please note that you will not be able to call your local testing center directly to book your exam time. You will be able to schedule your time only through the toll-free number you will be given after paying your exam fees.

When is the deadline for test registration?

There is no specific deadline for test registration, but it is best to pay your fees and register sooner rather than later. The later you call, the more limited the availability of test times. You will receive an e-mail reminding you of the registration deadlines.

PREPARING FOR THE TEST

What's the best way to prepare for the test?

There is no "best way" to prepare for the exam. Each person has different educational and professional backgrounds and will probably need to review different topic areas.

The PCM tests your knowledge of the core marketing concepts listed in the *Test Specifications* document included with this application packet. You might want to review these specifications to determine where your knowledge and skills are the least developed. From there, you can select a text(s) from the *Suggested Reading Material*, or some other standard marketing reference book and review the relevant sections.

If you are an AMA member and belong to a local chapter, you may also want to review with colleagues who are planning to take the exam.

Can I buy any of the texts on the *Suggested Reading List* from the AMA?

The AMA does not sell any of the textbooks listed. There are several possible sources:

1. Amazon.com and Barnes and Noble (bn.com)
2. A local college bookstore
3. Directly from the publisher (sales/customer service numbers are listed for each publisher)

TAKING THE TEST

What's on the test?

The PCM examination tests your knowledge of core marketing concepts. It is geared towards candidates with between two and four years of experience and either a bachelor's or an MBA degree. Please refer to the *Test Specifications* document for more content details.

The test consists of 210 multiple-choice questions. You will have five hours to complete the examination. The five hours includes 20 – 30 minutes of self-scheduled breaks. For sample questions, please go to <http://www.marketingpower.com/pcm>, click on the link for Sample Questions, and print 32 sample questions and answers.

I haven't taken a multiple-choice exam in a while. What can I expect?

Unlike previous exams you may have taken, this exam will be given on a computer. You'll be reading the questions on the screen and clicking on your answer choices with the mouse. If you wish to make any notes while you are taking the exam, you will be given scrap paper. If you wish, you will have a chance to practice using the system before you take the examination.

You will not be allowed to bring any books, notes, laptops, cell phones or beepers of any kind into the testing center. Complete information on taking a test at the Prometric test sites will be sent to you when you register for the exam.

SCORE REPORTING

When will I receive my score report?

You will receive an unofficial pass/fail report at the completion of your exam. At the end of the testing period, we will review and confirm the results and send official notification. If you have passed the examination, you will also receive your certification, lapel pin and other related materials.

STAYING CERTIFIED

How long is my certification valid?

The initial period of certification is three years.

How will I maintain my certification?

You can recertify every three years simply by documenting your participation in professional continuing education or other professional development activities. When you have been certified, you will receive complete details on the recertification process.

REFUNDS

Application Fee

Your application fee is non-refundable.

Test Fee

- If you have a scheduled exam date with Prometric and contact the AMA at least 48 hours before your exam date, you will have the option of rescheduling for the following test period or receiving a full refund.
- If you have not scheduled your exam and you contact the AMA less than 48 hours before the beginning of the testing period, you can schedule a date in the following testing period with no penalty.
- If you have a scheduled exam date with Prometric and contact the AMA less than 48 hours in advance of your scheduled date, you will be eligible for a \$200 refund if you are an AMA member and \$320 if you are NOT an AMA Member.

If you have additional questions, please call the AMA at 1-800-AMA-1150 or e-mail pcm@ama.org



**APPLICATION FOR THE
PROFESSIONAL
CERTIFIED MARKETER™
(PCM™) PROGRAM**



SECTION 1 – APPLICANT INFORMATION

DATE: _____

Title (*circle one*): Mr. / Miss / Ms. / Mrs. / Dr.

First Name: _____ Middle Initial: _____ Last Name: _____

Please give us the address where you would prefer to receive PCM information. Because we may be sending confidential information, such as exam score reports, you may want to use your home address.

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Country: (if non U.S.) _____

Day phone: _____ Evening phone: _____

e-mail: _____

SECTION II - PAYMENT

Please choose one:

- I am a member of the American Marketing Association and my \$75 application fee is enclosed
Member #: _____
- I am NOT a member of the American Marketing Association and my \$100 application fee is enclosed.

Please choose one:

- VISA MASTERCARD AMERICAN EXPRESS CHECK (*please make payable to the American Marketing Association*)

Credit Card Number

Expiration Date

Name as it appears on the card (please print)

Signature

SECTION IV – EDUCATION

Degree

(You must submit either a notarized copy of your diploma with this application or have an official transcript forwarded from your college or university)

College/University: _____

City: _____ State/Province: _____ Country: _____

Phone number: _____

Major: _____ Minor: _____

Degree: _____ Year received: _____

SECTION V - PERMISSIONS

The AMA would like to share your achievement of the PCM designation with your colleagues. Please indicate which of the following you would like us to do on your behalf:

- I authorize the AMA to inform my supervisor that I have successfully passed the PCM exam.

Supervisor's Name: _____

Address: _____

- I authorize the AMA to publish my name in Marketing News, the AMA web site and at AMA events.

NOTE: The AMA will not publicize your involvement in the PCM program without your authorization.

SECTION VI – AUTHORIZATION AND RELEASE

By signing this application, I declare the information provided by me is complete and true to the best of my knowledge. I understand any misrepresentation on this application may preclude acceptance into the PCM program, or may result in discharge from the program at any point.

I hereby authorized the AMA and/or its agents to verify all statements contained herein. I authorize all former employers (unless noted otherwise), persons, and school to release information required to establish eligibility for the PCM program. I hereby release all said parties from liability for any damages that my result from either furnishing or collecting such information.

Signature: _____

Date: _____

SECTION VII - CHECKLIST

Please verify that you have completed all parts of this application. Processing may be delayed or your application may be returned if we don't have complete information. The following checklist will help you verify that your application is complete:

- I have supplied the mailing address where I can receive sensitive and confidential information.
- I have supplied contact phone numbers for all employers and educational institutions listed.
- I have enclosed a copy of my notarized diploma or have had an original transcript forwarded from my college or university.
- I have enclosed payment – either a check drawn on U.S. funds and made out to the *American Marketing Association* or a valid Visa, MC or Amex number.
- I have signed the Authorization and Release.
- I have signed and enclosed the Code of Ethics.
- I have made a copy of this application for my records.

PLEASE MAIL YOUR COMPLETED APPLICATION, SIGNED CODE OF ETHICS, NOTARIZED DIPLOMA IF APPLICABLE AND PAYMENT TO:

Professional Certified Marketer Program
American Marketing Association
311 S. Wacker Drive, Suite 5800
Chicago IL 60606-2266

The PCM™ exam will test your knowledge of core marketing concepts with both multiple-choice and short-answer questions. The exam is designed to test concepts that you have acquired through both education and work experience.

To assist you in reviewing for the examination, we have compiled a list of suggested reading materials that may be helpful. These texts cover the topics listed on the *PCM Test Specifications* document included in the application packet. The AMA does not sell any of the texts listed but there are several possible sources: 1.) Amazon.com and Barnes and Noble (bn.com) often stock them 2.) As these are textbooks, a local college bookstore may stock them. 3.) Directly from the publisher. Sales/customer service numbers are listed for each publisher.

Southwestern **1-800-354-9706**

Hoffman, Czinkota, Dickson, Dunne, & Griffin, *Marketing: Principles and Best Practices*, 3rd edition, 2004
ISBN: 0324200447

Houghton Mifflin **1-877-859-7241**

Pride, *Marketing: Concepts and Strategies*, 12th edition, 2003
ISBN: 0618248919

McGraw Hill/Irwin **1-800-262-4729**

Bearden, Ingram & LaForge, *Marketing: Principles and Perspectives*, 4th edition, 2003
ISBN: 007286057X

Kerin, Berkowitz & Hartley, *Marketing*, 8th edition, 2005
ISBN: 0073080152

Etzel, Walker & Stanton, *Marketing*, 13th edition, 2004
ISBN: 0072526505

Perreault, *Basic Marketing*, 15th edition, 2005
ISBN: 0072983809

Prentice Hall **1-800-282-0693**

Kotler & Keller, *Marketing Management*, 12th edition, 2005
ISBN: 0131457578

In addition, any similar marketing textbooks that cover any or all of the marketing topics on the *PCM Test Specifications Document* would be appropriate.

The AMA does not endorse any of the publications listed. The AMA makes no representation or warranty with respect to the accuracy or completeness of the contents of any such publications. Further more, the AMA makes no guarantee concerning the success of persons using any of such publications in order to prepare for a Certification examination.

The PCM exam is designed to test your knowledge of core marketing concepts. The test will contain 210 multiple-choice items. Breakdown of the major areas covered and their approximate percentage on the exam are as follows:

I. Legal, Ethical and Professional Issues in Marketing **10%**

Professional marketers should have an understanding of the legal and ethical issues guiding the practice of marketing. Marketers should be involved in continuing professional development.

1.1 Comply with appropriate regulations, laws and guidelines affecting marketing

- Knowledge of federal laws and regulations (e.g., trademark and copyright laws)
- Knowledge of trade agreements
- Knowledge of licensing (use and implications)

1.2 Adhere to applicable ethical codes

- Knowledge of AMA code of ethics
- Knowledge of employer code of ethics
- Knowledge of privacy policies and guidelines (including use of the Internet)

1.3 Engage in ongoing professional development to advance competence and practice

- Knowledge of marketing-related professional organizations
- Knowledge of resources available through professional associations/organizations for updating professional skills

II. Relationship, Information and Resource Management **20%**

Professional marketers should have skills to set priorities and establish relationships for obtaining and sharing information with pertinent information with internal and external parties.

2.1 Set priorities, allocate organizational resources and establish information channels linking departments, disciplines, and/or branch offices regarding marketplace, consumers, competitors and competitive environment

- Knowledge of various organizational functions
- Knowledge of communication principles and strategies
- Knowledge of internal and external client groups
- Leadership skills
- Knowledge of basic management principles and techniques

2.2 Establish and manage internal and external relationships with appropriate/relevant stakeholders to support/facilitate marketing efforts

- Knowledge of issues and approaches related to customer relations
- Knowledge of issues and approaches related to customer service
- Ability to build trusting relationships with consumers
- Ability to create value for consumers (e.g., security, familiarity)
- Knowledge of quality management principles and approaches
- Knowledge of service delivery mapping (blueprinting) process
- Knowledge of the selling/marketing process/principles
(e.g., a relationship with a customer should be developed prior to initiating selling)
- Ability to create and train cross-functional management teams
- Ability to create strategic alliances to further global objectives
- Knowledge of benefits and drawbacks of establishing joint ventures

III. Assessment and Planning of the Strategic Marketing Process

25%

Professional marketers should have the ability to develop marketing objectives, analyze market conditions, and develop a comprehensive strategic approach to achieve marketing goals.

3.1 Conduct environmental analyses by identifying industry trends, analyzing competitors, assessing own organization and researching the customer in order to evaluate a marketing situation and guide strategy development/selection.

- Knowledge of the SWOT analysis model and its components
- Knowledge of trend analysis techniques/approaches
- Knowledge of relevant market(s)
- Knowledge of different sources of marketplace information (e.g., US Census Population Survey, Economic Services, State and local government data)
- Analytical Skills

3.2 Conduct market research to collect data related to environmental scans, demand forecasts, market segmentation, new product testing, etc. to guide/support marketing strategy development/selection.

- Knowledge of the marketing research process
- Knowledge of basic qualitative data collection methods and their uses (e.g., focus groups, unstructured/semi-structured interviews)
- Ability to match problem requirements with appropriate data collection methods, given the resource available
- Knowledge of available data collection media (mail, phone, Intranets, Internet, database resources for secondary research data collection, etc.) and benefits/draw-backs of their use
- Knowledge of basic quantitative data collection methods and their uses (e.g., surveys, structured interviews)
- Knowledge of techniques/tactics to gather competitive intelligence for use in making marketing decisions
- Ability to integrate information and draw appropriate conclusions
- Knowledge of supply/demand model

3.3 Develop a market-product focus by setting marketing objectives (based on market and product), segmenting the market, identifying target segment(s), and positioning the product, good, or service

- Knowledge of positioning strategies/approaches/techniques
- Knowledge of market segmentation strategies/approaches/techniques
- Ability to use market data and competitive intelligence effectively
- Ability to develop marketing objectives, both at a strategic and a tactical level
- Knowledge of brand/product characteristics and their effect on marketing objectives
- Knowledge of brand permissions and limitations
- Knowledge of internal and external forces influencing consumer buying behaviors of products, goods or services
- Ability to influence consumer purchasing behavior
- Ability to develop differentiated marketing strategy to reach multiple markets
- Knowledge of brand visioning

IV. Use of the Marketing Mix

30%

Professional marketers should be able to prioritize and strategically utilize all aspects of the marketing mix to reach marketing goals.

4.1 Develop strategies to introduce a new product to a market based on product characteristics, market information and corporate objectives

- Knowledge of various brand strategies
- Knowledge of what brand development is
- Ability to develop a brand development strategy based on pertinent market information and corporate objectives
- Knowledge of what brand identity is
- Understanding product lifecycles
- Understanding the differences in marketing strategies to maximize profitability at various stages of a product's lifecycle
- Understanding of packaging and its effects on product sales and image
- Knowledge of Federal or State labeling laws
- Knowledge of appropriate uses of Global Marketing Strategy (GMS) vs. a Customized Marketing Strategy
- Knowledge of a trading company and how it is use in an integrated global marketing strategy
- Knowledge of a joint venture and how it is used in an integrated global marketing strategy
- Knowledge of a strategic alliance and how it is used in an integrated global marketing strategy
- Knowledge of how the Internet can be used in marketing

4.2 Identify appropriate direct marketing promotional strategies (personal selling, advertising, sales promotion, publicity, etc.) to achieve marketing goals

- Knowledge of the components of an integrated Marketing Strategy (includes personal selling, advertising, sales promotion and publicity)
- Ability to identify the limitations of each component of an integrated Marketing Strategy (includes personal selling, advertising, sales promotion and publicity)
- Knowledge of benefits and drawbacks of various media strategy (including advertising and publicity)

4.3 Develop appropriate retail/wholesale “place” strategies (channel of distribution, store location, etc.) to achieve marketing objectives.

Ability to manage various elements in the marketing channel (supply chain management, distribution and logistics management, retail strategy, and wholesaling strategy)

Knowledge of e-commerce including, the strengths, limitations and weaknesses of the e-channel

Knowledge of security issues regarding the e-channel (Cyber-Terrorism, firewalls, hacker attaches, etc.)

Knowledge of appropriate uses of Global Marketing Strategy (GMS) vs. a Customized Marketing Strategy

4.4 Develop appropriate pricing strategies (actual price, sale price, MSRP, etc.) by analyzing demand, cost and profit relationships to realize pricing/profitability goals and marketing objectives.

Knowledge of pricing principles

Knowledge of pricing research techniques

Knowledge of forecasting tools in order to determine demand.

V. Marketing Evaluation

15%

Professional marketers should be able to construct a method for evaluating the effectiveness of marketing plans in reaching marketing objectives.

5.1 Monitor and evaluate effectiveness of marketing process(es), programs and outcomes

Knowledge of tracking and evaluation/measurement principles and techniques

Knowledge of economic and accounting principles relating to profitability

Knowledge of profit/loss analysis

Knowledge of ROI maximization (equilibrium, COGS, profit margin, supply, demand)

Knowledge of tracking and evaluation/measurement of e-commerce



PROFESSIONAL CERTIFIED MARKETER CODE OF ETHICS



Marketers who have achieved the Professional Certified Marketer designation are committed to ethical professional conduct. They have joined together in subscribing to this Code of Ethics embracing the following topics:

Responsibilities of the Professional Certified Marketer

Marketers must accept responsibility for the consequences of their activities and make every effort to ensure that their decisions, recommendations and actions function to identify, serve and satisfy all relevant publics: customers, organizations and society.

Marketers' Professional Conduct must be guided by:

1. The basic rule of professional ethics: not knowingly to do harm;
2. The adherence to all applicable laws and regulations;
3. The accurate representation of their education, training and experience; and
4. The active support, practice and promotion of this Code of Ethics.

HONESTY AND FAIRNESS

Marketers shall uphold and advance the integrity, honor and dignity of the marketing profession by:

1. Being honest in serving consumers, clients, employees, suppliers, distributors, and the public;
2. Not knowingly participating in conflict of interest without prior notice to all parties involved; and
3. Establishing equitable fee schedules including the payment or receipt of usual, customary and/or legal compensation for marketing exchanges.

RIGHTS AND DUTIES OF PARTIES IN THE MARKETING EXCHANGE PROCESS

Participants in the marketing exchange process should be able to expect that

1. Products and services offered are safe and fit for their intended uses;
2. Communications about offered products and services are not deceptive;
3. All parties intend to discharge their obligations, financial and otherwise, in good faith; and
4. Appropriate internal methods exist for equitable adjustment and/or redress of grievances concerning purchases.

It is understood that the above would include, but is not limited to, the following responsibilities of the marketer:

In the area of product development and management:

- disclosure of all substantial risks associated with product or service usage;
- identification of any product component substitution that might materially change the product or impact on the buyer's purchase decision;
- identification of extra cost-added features.

In the area of promotions:

- avoidance of false and misleading advertising;
- rejection of high-pressure manipulations, or misleading sales tactics;
- avoidance of sales promotions that use deception or manipulation.

In the area of distribution:

- not manipulating the availability of a product for the purpose of exploitation;
- not using coercion in the marketing channel;
- not exerting undue influence over the reseller's choice to handle a product.

In the area of pricing:

- not engaging in price fixing;
- not practicing predatory pricing;
- disclosing the full price associated with any purchase.

In the area of marketing research:

- prohibiting selling or fundraising under the guise of conducting research;
- maintaining research integrity by avoiding misrepresentation and omission of pertinent research data;
- treating outside clients and suppliers fairly.

Organizational Relationships

Marketers should be aware of how their behavior may influence or impact the behavior of others in organizational relationships. They should not demand, encourage or apply coercion to obtain unethical behavior in their relationships with others, such as employees, suppliers, or customers.

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Apply confidentiality and anonymity in professional relationships with regard to privileged information; 2. Meet their obligations and responsibilities in contracts and mutual agreements in a timely manner; 3. Avoid taking the work of others, in whole, or in part, and representing this work as their own or | <ol style="list-style-type: none"> 4. Avoid manipulation to take advantage of situations to maximize personal welfare in a way that unfairly deprives or damage organization of others. |
|--|--|

Any PCM found to be in violation of any provision of this Code of Ethics may have his or her Certification revoked:

I SUBSCRIBE TO THE CODE OF ETHICS AND WILL ADHERE TO IT:

Name *(Please Print)*

X_____
Signature Date