



CERTIFIED MARKETING EXPERT

**Certified Marketing Expert (CME)  
Study Guide**

Sponsored by:



**Business Training Institute**

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Please use this study guide to assist in preparation for the Certified Marketing Expert (CME) examination.

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## **Business Training Institute:**

The Business Training Institute is the leading online program for specialized niche business certification programs. The team behind the Business Training Institute is comprised of industry experts in niches including online marketing, project management, public relations, consulting, and many more.

This experience, combined with our advisory board's expertise in online education and training, is what makes it possible to provide the training and certification programs found on our website.

The Business Training Institute is a continuing educational institute and global training and certification organization that has provided practical industry-specific certification to over 15,000 clients from the United States, Europe, and more than 100 other countries around the world.

We provide high value training programs that provide function knowledge on very specific and functional areas such as public relations, business consulting, project management, recruiting, and supply chain management.

The Business Training Institute's Mission: To provide professionals with high impact business training and certifications in niche subject areas that are functional and immediately beneficial.

The Business Training Institute helps you to:

- Quickly gain specialized knowledge in highly valuable business niches.
- Enhance your credibility, resume, and overall value in the marketplace.
- Complete our training programs in 1-4 months from anywhere in the world.

Our programs accept participants year-round and are flexible to work with your current work schedule and academic constraints. All participants get lifetime access to each program upon registration.

**Master's Certificate Programs:** The Business Training Institute is proud to offer several advanced Master's Certificates that require the completion of any five programs from the Business Training Institute platform.

To learn more about these Master's Certificates and how to earn one, please see our website:

<http://BusinessTraining.com/Masters-Certificate/>

## **CME Details and Timeline:**

### **Program Details:**

The Certified Marketing Expert (CME) certification program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a more cost-effective program. The CME Program is a self-study program that includes educational multimedia resources in video form, a study guide, required readings, and a flexible online examination process, accessible around the world.

The online exam is structured so that in order to complete the exam within the 2-hour time frame one must read through all of the assigned materials and conceptually understand the majority of the material to score well enough to pass the exam.

Our goal is to offer the most challenging marketing certification program in the industry while also providing all of the learning tools possible to ensure participants get the most out of the experience. By testing the knowledge depth and comprehension from the materials digested, the CME certification prepares individuals for successful, real-world application.

The Certified Marketing Expert (CME) program is sponsored by the Business Training Institute and offered by the Business Training Institute. This certification program is designed to show and certify that you have gained an in-depth understanding and specialized knowledge of marketing best practices, including advanced strategies of veteran marketers with over 30 years of experience.

In addition to the benefits of gained knowledge, growing industry recognition, more knowledgeable career choices, and networking, our organization is also developing additional resources for CME Participants. This includes video and MP3 recordings on Q&A or strategies and tactics, webinars, access to interviews with internet marketing professionals who have more than 10, 20, or 30+ years of experience in the industry, among many more benefits.

#### 4 STEP CERTIFICATION PROCESS



#### **Timeline & Examination Dates:**

Programs are offered through open enrollment, making our programs 100% flexible to accommodate your current work or academic schedule. After joining, you can select an examination date that works best for you. We hold examinations on the 1<sup>st</sup> Wednesday of each new month.

The Business Training Institute exams are administered 100% online. When you have completed the strategic project (outlined later in this study guide), please follow the project submission instructions. Once you have submitted your completed project and sent it in for grading, you are welcome to schedule your exam date. Please note that your exam date request and completed project must be received at least 2 weeks before the exam date.

To register for an examination date:

Email your completed CME project (*explained in detail in this study guide*).

Include your desired exam date in the email with your completed project.

### **Benefits of the Certified Marketing Expert (CME) Designation:**

**Leverage marketing** to grow your career, business, or customer pipeline. By building a world class marketing funnel within your niche you can quickly become visible in many industries and niches without spending a lot of money on traditional advertising.

**Adapt proven marketing strategies** to attract customers who are pre-qualified and educated on how to do business with you consistently so your sales and business development teams have leads calling in daily with questions on how to get started in working together.

**Lifetime access to tools and multimedia training resources** found online within the CME program which include 40+ video modules and over 10 hours with bestselling authors and marketing experts, many of which are celebrities in their own right.

**Scientific studies** have shown that earning a certification in a field such as marketing can increase your earning power permanently.

### **Learning Objectives of the Certified Marketing Expert (CME) Program:**

- How to build a marketing funnel using thought leadership marketing and assets that you only need to build once but can leverage over and over again.
- To broaden your marketing skill set so that you may apply different tools and resources to unique types of business challenges.

- How to integrate copywriting, social media, public relations, SEO & internet marketing, book publish, consultative selling, and other strategies into a holistic marketing plan.
- Structuring your marketing to provide maximum value and engagement.
- How to attract new customers consistently over time by standing out as the #1 leader in your clearly defined niche in the marketplace.

**3 Required Readings:** We have selected two books for this program which both cover a lot of ground and supplement the 40+ video modules and over 10 hours of recorded expert audio interviews conducted for the CME program. These three books do not focus on one idea or model, but rather present dozens of approaches, perspectives, and strategies for you to pick from and apply to your industry as appropriate.

**1) The Marketer's Bible - By Richard C. Wilson** ISBN#978-1460945780 Cost: \$26.99  
[Amazon Link](#)

Note: For the Marketer's Bible the entire book is not required, you are only required to read chapters 1, 2, 3, 4, 5, 6, and 7 for this program. If you do complete a Master's Certificate in Marketing & Sales with us please hold onto this book as it is referenced within our business development and public relations programs as well.

**2) Influence: Science and Practice 5<sup>th</sup> Edition-** By Robert Cialdini ISBN# 978-0205609994  
Cost: \$7.32-\$16.45 [Amazon Link](#)

Note: This book is core to this program and all of the audio/video content which comes with the program, without understanding the principles from Cialdini's books you will likely only get 20-30% of the results you could otherwise.

**3) The Marketing Gurus: Lessons from the Best Marketing Books of All Time-** By Chris Murray ISBN#: 978-1591845928 Cost: \$4-\$14.40 [Amazon Link](#)

Note: This book is slightly outdated in terms of its references but the principles behind the marketing ideas included are not outdated, they still work. Also, no other book covers as many marketing principles and perspectives in a single resource, so this is well worth you reading and studying

If you have trouble getting these books purchased and mailed to you directly from an online bookseller such as Amazon.com, based on your geographical location, please let us know and we can help arrange for their delivery to you, please email us at [Team@BusinessTraining.com](mailto:Team@BusinessTraining.com) if this is a challenge you are facing.

## **CME Exam Preparation**

### **Exam Composition:**

The exam has a total of 100 available points, 80 of which can be earned from the multiple choice or true/false questions that are worth 1 point each, and 20 of which can be earned from 2 short answer questions that are worth 10 points each. Please see the chart below for the composition and distribution of the points:

Topics and Weights	
Marketing Fundamentals	25 MC questions (20 pts)
Marketing Best Practices	15 MC questions (25 pts)
Educational Marketing	10 MC questions (10 pts)
Influence & Persuasion	20 MC questions (15 pts)
Thought Leadership Marketing	10 MC questions (10 pts)
Case Study Examples/ Situational 2 Essay Questions	2 Questions (20 pts)

You will have 2 hours to complete the exam. Those who have not made the effort to read the materials will have a hard time completing the exam within the allotted time, but for participants who have read the required readings, 2 hours will be sufficient. Please note that in order to schedule your exam date, your request must be received at least 2 weeks before the exam date.

**Terms & Concepts to Know:**

Below, please find terms and concepts you should be able to define after having read the required readings. Please define the terms from the required readings rather than a dictionary. You will be tested on the definitions that the authors have written.

1. Social Proof
2. Story Telling
3. Hook
4. Automated Relationship Development
5. Word of Mouth
6. Authority
7. Hero's Journey
8. Recency & Primacy
9. Robert Cialdini
10. Marketing Funnel
11. Headlines
12. Customer Avatar
13. Blogging
14. Direct Marketing
15. Freemium
16. SEO
17. Evergreen Content
18. Article Marketing

19. PPC
20. Affiliate Marketing
21. Long-Tail Keywords
22. Email Marketing
23. Alliteration
24. Purple Cows
25. Copywriting
26. Competitive Intelligence

### Sample Questions

Please choose the answer that best answers the question or completes the phrase. Try answering the questions before looking at the answers further below.

1) Seth Godin refers to the \_\_\_\_\_ to make a point about creating something which stands out in the marketplace as unique and catches your attention.

- a) Unique Proposition
- b) Social Marketing
- c) Purple Cow
- d) Unicorn Marketing Principle

2) In The Marketing Gurus Book summaries there is a summary of Relationship Marketing by Regis McKenna in which she refers to the selling chain as:

- a) The automated follow up emails that will be sent to prospects
- b) Training and educating the people your customers often meet with
- c) Your monthly newsletter and phone call follow up system
- d) The order through which word of mouth marketing occurs

3) Sergio Zyman believes and stresses that you must have a \_\_\_\_\_ or you cannot grow:

- a) Marketing Division
- b) Copywriting Department
- c) Core essence
- d) Unique Selling Proposition

4) According to copywriting best practices the \_\_\_\_\_ comes before the \_\_\_\_\_.

- a) AIDA, Headline
- b) Call to Action, Hook
- c) Hook, Call to Action
- d) Hook, Headline

5) The boomerang principle says that you should focus not on getting new customers but bringing old customers back.

- a) True
- b) False



## Sample Question Answers:

Please see the following answers to the sample questions provided.

1. c)
2. b)
3. c)
4. c)
5. a)

## Questions?

Have questions or need more information? Please see our FAQ (Frequently Asked Questions) section on the Business Training Institute website here: <http://BusinessTraining.com/FAQ>

You can also get in touch with the Business Training Institute team via email at [Team@BusinessTraining.com](mailto:Team@BusinessTraining.com), or by phone and through our Live Chat tool, accessible from our website at <http://MarketingDesignation.com>

Thanks for joining Business Training Institute and please let us know if you have any questions by calling us at (305) 503-9050.

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