

Syllabus: Certified Marketing Expert (CME)



Program Coordinator: Logan Gelzer

Location: 100% Online

Examination Dates: The 1st Wednesday of Each New Month

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Time: Self-Paced Program

Program Aim: To provide participants with frameworks and models to successfully implement marketing funnels, best practices, and thought leadership marketing to consistently attract new customers.

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.

Program Requirements:

Self-Management: The Certified Marketing Expert (CME) program is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of effort and time you put into learning the material.

Strategic Project completion: The strategic project for the CME course is laid out in the study guide. This project is worth 50% of the CME grade and must be received completed before you can schedule your examination date.

Time-Management: Being that the CME is a self-study program, it is your responsibility to make time to read the required texts, to ask questions as they arise, and to keep in mind your examination date.

Examination: Examinations are offered annually on the first Wednesday of each new month.

After registering for the CME, you can schedule your examination date by submitting your completed strategic project (aforementioned) and your preferred exam date.

Please note that your exam date request must be received at least 2 weeks before the exam date. For example, if you would like to sit for the January 10th exam, we need to receive your request and completed project no later than December 27th. You can send your completed project and date request to the email address above.

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- \$29.99 [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 5th Edition by Robert Cialdini ISBN# 978-0205609994 Cost: \$7.32-\$18.01 [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-\$14.42 [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 your ready and study.

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 if this is a challenge you are facing.

Required Tools: Internet access and an Internet browser are required to take the online exam. (Internet Explorer and Firefox work best, though most browsers should suffice.)

Strategic Project: (100 pts) – Instructions are provided in the CME Study Guide.

Exam: (100 pts)

- 80 multiple choice/true-false questions (80%)
- 2 short-essay questions worth (20%)

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 of your choice from the Business Training Institute platform.

For example, you could earn a Master's Certificate in Marketing & Sales by completing our programs on public speaking, sales, business development, marketing, and copywriting. You could also earn a Master's Certificate in Business Management by completing our programs on business management, project management, marketing, and two other programs of your choice.

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