

Syllabus: Certified Marketing Expert (CME)



Program Coordinator: Richard Wilson

Location: 100% Online

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Time: Self-Paced

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 time and effort you put into learning the material, read the required texts, and to ask questions as they arise.

3 Required Readings:

1. The Marketer's Bible *By Richard C. Wilson* ISBN#978-1460945780 Cost- \$29.99

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Note: This book is slightly outdated in terms of its references but the principles behind the marketing ideas included are not outdated, they still work.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@Certification.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.)

Exam: (100 pts)

➤ 80 multiple choice/true-false questions

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