

The PCM exam is designed to test your knowledge of core marketing concepts. The test will contain 240 multiple-choice items and several short case studies with multiple-choice questions. A 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.

4.4 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 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