



Study Guide  
**Certificate of  
Registration**



*The Canadian Institute of Marketing*  
*L'Institut Canadien du Marketing*

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## INTRODUCTION 1|ONE

This study guide is designed to help you obtain your maximum potential score on the written portion of the exam to obtain a Certificate of Registration from the Canadian Institute of Marketing. The holder of the Certificate of Registration (C of R) allows permits the use of the post nominal RPM (Registered Professional Marketer).

## PREPARING FOR THE TEST 2|TWO

You will increase your chances of obtaining your best possible score if you spend prepare for the test. Read this study guide thoroughly and answer the sample test items beginning on page 4. Make sure you read all the directions carefully and each test question completely before answering.

## TEST FORMAT

The test is comprised of 40 multiple choice questions. Each question has a choice of 4 or 5 answers. Some answers have more than one correct answer and most questions ask for a given word or phrase to complete the question asked or statement.

## EXAMINATION HINTS

Attempt to answer every question on the test. There is no penalty for guessing because your score is based on the total number of correct answers. This means you should respond to every question, even when you are not certain of the correct answer. When you are uncertain, your answer should be your best guess, and you should then prepare for the next question. The examiner will present each question online and give at least 60 seconds for the answer. The candidate will record the answer on the exam answers MS Word template provided at the beginning of the exam.

## WRITING YOUR ANSWERS

- Place the letter(s) of your choice of answer in the space provided on the examination template provided at the beginning of the exam.

Example:

1. \_\_\_\_\_ To maximize market share, a firm may use \_\_\_C\_\_\_ pricing which sits on the theory that as sales volume increases, unit costs will decrease.
- a. branded
  - b. market-skimming
  - c. market-penetration
  - d. demand
  - e. value

### TAKING THE TEST 3|THREE

This part of the study guide provides some common sense advice for the day you take the test. Although these points may seem obvious, it is attention to details such as these that will increase your probability of obtaining your maximum potential score.

#### BEFORE THE TEST BEGINS

Log onto the test site 30 minutes before the exam begins to make sure that your connection works and to have time to communicate with the exam centre if any connection problems exist.

#### LISTEN CAREFULLY

The test administrator will provide you with complete and detailed instructions. Be sure that you pay close attention to what this person has to say. If you do not hear or do not understand the directions, ask the test administrator to repeat them. It is extremely important that you completely understand the directions *before* the test begins.

#### TEST TIMING

The examiner will time the presentation of each question so that the participants have enough time to respond to the question (approximately 60 to 90 seconds).

Remember, your score on the test will be the total number correct. Therefore, you will want to work both quickly and accurately.

#### PROTOCOL FOR THE ACTUAL ONLINE EXAM

Following is the protocol for downloading the exam questionnaire and completing the questions online.

The examiner will begin the exam at 10:00 am (Eastern Time Zone Toronto).

He will explain the protocol of the exam and email each participant an MS word file of the C of R Exam answer Sheet.

He will then present the first exam question with possible answers on screen and provide adequate time to select an answer and type the answer on the C of R Exam Answer Sheet.

The examiner will follow this procedure through the 40 questions.

At the end of the exam, all participants will return the answer sheet to the examiner by email within 5 minutes.

The examiner will acknowledge receipt of the C of R Exam Answer Sheet.

The Canadian Institute of Marketing will inform each participant of a pass/fail grade within 24 hours so that successful candidates have time to prepare for the oral exams that follow within 7 days.

Each successful candidate will be given a time and date for their 60-minute interview.

#### SAMPLE TEST ITEMS 4|FOUR

Assume that you are a marketing research director for a medium-sized manufacturing firm and you would like to engage an outside marketing research firm to conduct your field interviews. Which of the following options would be your best choice to achieve your objective?

- a. a syndicated service research firm
- b. a custom marketing research firm
- c. a specialty line marketing research firm
- d. a global research marketing firm
- e. a brand management research firm

The design of a marketing strategy specifies

- a. a target market
- b. a marketing mix
- c. a buying and selling function

- d. a target market and marketing mix
- e. none of the above

### ORAL EXAM 5|FIVE

This section of the exam shall see the student read and respond orally to a selected marketing case. The case reflects the candidate's background, as people will likely have worked in a specific industry/business sector. All candidates must demonstrate a working and conceptual knowledge of marketing standards.

The candidate shall working on the case for 40 minutes, and when finished he/she should be able to provide their recommendations through questions posed by three of the Canadian Institute of Marketing examining members of the Professional Accreditation Committee for the remaining 20 minutes of a 60 minute exam. The candidate will follow the following solution guideline:

*Step #1:* Provide brief overview of the problem/issue/opportunity as found in the case.

*Step #2:* Discuss potential remedies/solutions.

*Step #3:* Pick one of the solutions from Step #2 and then defend/justify. Here is where the candidate has opportunity to tease out the issues, and where the examiners can further probe the candidate's knowledge of marketing standards.

*Step #4:* Conclusion.

Once the candidate has finished with component #3, the examiners will then assess overall performance and make the appropriate recommendation for pass/fail/reschedule the oral. The Canadian Institute of Marketing would inform the candidate of the results within 48 hours.

## TEST PREPARATION READING MATERIAL

### **Marketing Canada – Journal of the Canadian Institute of Marketing**

Journals of the Canadian Institute of Marketing filed on [www.professionalmarketer.ca](http://www.professionalmarketer.ca). You can access archived Issues of the Institute's journal dating to year 2000 by following the link on the site's Home Page.

### **Text Book**

Lamb Charles W., Hair Joseph F Jr., McDaniel Carl, Kapoor Harish, Appleby Richard, and Shearer Janice; **MKTG**, Second Edition; Nelson Education Ltd., 2011, Toronto, Ontario, Canada.