

Study Plan for AIPMM CPM/CPMM Certification

Study Plan for:

Target Exam Date:

Study Priority	Topic	Principles of Marketing	Marketing Management	Product Management	New Products Management	Product Manager's Handbook	Additional Resources	Complete
		Chapters						
	General Marketing/Product Management	1	1					
	Types of products	8						
	Marketing and Product Strategy	8, 9, 14	2, 4, 12	8-9	3, 17	1,6		
	Brand Strategy & Management	8	9-10			4		
	Portfolio Management	2	4			6,9	Cooper (1)	
	Product Life Cycle Management, Strategy, Models	9		8		9		
	Market & Opportunity Analysis/Research	3-4	3-7	4,6		2		
	Competitive Strategy & Analysis	17	11	3,5		3	Porter (2)	
	Buying Behaviors	5-6						
	Segmentation	7	8					
	Positioning	7	10					
	Pricing	10-11	14	10		5		
	Promotion	14-16	17-19	11-12		10		
	Distribution & Channel Management	12-13	15-16	13			Friedman, Furey (4)	
	Financial Analysis & Forecasting	A-12	4	15	11	5	Higgins (5)	
	Logistics/Supply Chain	12						
	Maturity/Retirement	9				9		
	Services as Products	8	13					
	Global Products	19	21			12		
	Cross-functional Teams & Leadership	2				11		
	Public Policy/Social Responsibility	20			22			
	Managing the Process	2		2		11	Cooper (3)	
	Marketing Plan Elements	A-1		2	12	10		
	Marketing Organizations	2	22	1				
	Product Management Role			1		13-14		
	Managing Marketing Information	3-4						
	New Product Development Specific Topics	9		9	1-2	7		
	Ideation				4-7			
	Concept Validation				8-10			
	Design				13			
	Development				14-15			
	Testing				16			
	New Product Introduction Specific Topics							
	Market Testing	9		9	19-20	7		
	Launch Planning				17-18	8		
	Marketing Tactics	15-16	18-19	11-12		10		
	Marketing Metrics, Controls, Audits	2		16	21			
	Customer Management			14				

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Three Steps to Get Ready for AIPMM CPM/CPMM Certification:

1. First, **review Pivotal PM's AIPMM Certification Glossary** to assess your readiness to take the exam.
2. Then, if any terms are unfamiliar, **use this Study Plan to identify recommended books** to review those topics. Chapters are identified to help you use your study time efficiently.
3. **To jump-start your certification prep, take our AIPMM Certification Prep eLearning Course.** It's the most cost-effective and time-efficient option for AIPMM Certification prep, taking just six hours to complete. We provide a \$50 discount for AIPMM members – use the "AIPMM" discount code when registering.

[Click here for more information.](#)

Go to <http://pivotalpm.coggnoc.com/shop>

CPM/CPMM Study Plan References

Kotler & Armstrong, Principles of Marketing (11th Edition)
Kotler, Marketing Management (12th Edition)
Lehmann & Winer, Product Management (4th Edition)
Crawford & Di Benedetto, New Products Management (6th Edition)
Gorchels, Product Manager's Handbook (3rd Edition)
1. Robert G Cooper, Portfolio Management for New Products
2. Michael E Porter, Competitive Strategy
3. Robert G Cooper, Product Leadership
4. Friedman & Furey, The Channel Advantage
5. Higgins, Analysis for Financial Management
www.wikipedia.com contains a wealth of marketing information
www.hbr.com for articles by author and topic

For more information on AIPMM Certification or the Product Management training and consulting services we offer, visit us at www.pivotalpm.com.