

Certified Marketing Director (CMD)

Who Should Apply

- Marketing directors with four years of shopping center marketing experience and a broad knowledge of marketing principles who have the ability to apply those principles to effectively market all types of shopping centers.
- Shopping center managers with four years of experience, who oversee the total marketing function of a shopping center.
- Corporate or regional professionals who oversee the marketing function of one or more shopping centers.

How You Will Benefit

- Receive an industry designation that recognizes your experience, knowledge, and skills.
- Be recognized for your leadership capabilities and increased professional stature.
- Gain and keep your competitive edge.
- Experience the difference between just knowing your field and being a leader in your field.
- Have your achievement announced to local media outlets through ICSC news releases.

Qualifications

In order to qualify as a candidate for the CMD examination, you must:

- Be or have been actively engaged in shopping center marketing as a shopping center manager for four years,* with duties including the entire job function of a shopping center marketing director. The time period will be calculated up to the application deadline date. Employment dates will be verified. Experience as a shopping center marketing director includes marketing research, marketing plan implementation, record-keeping, special events implementation, sales promotion, public and community relations, advertising and media buying.

* Applicants may substitute the following for the fourth year of experience:

- Completion of the ICSC Marketing I and II Institute Programs, ICSC Global School, Level I or;
- Completion of the ICSC Marketing II Institute Program, ICSC Global School, Level II with related work experience, or successful completion of college-level courses.

If a candidate's primary experience was gained in North America, we recommend that they take the North American practices exam. This North American exam features:

- Centers typically found in North America.

- Square feet, dollars, etc.
- Terms common in North America.
- Law and insurance practices common in North America.

If a candidate's primary experience was gained outside North America, we recommend they take the global practices exam. This global exam features:

- Centres typically found around the world.
- Square meters, euros and foreign currency.
- Terms common around the world, e.g., key money.
- Different seasons, merchandising challenges and holiday sales periods not the typical November-December-Christmas holiday season and fall clearance sales in October.

CMD Examination

(North American Practices Version)

The CMD exam will consist of a 100-item multiple-choice section worth 100 points, plus 40 points for constructed response items in a four-part situational judgment section using a multiple-choice format (there will be three to four items per situation). Items will be distributed across the content below.

Test Specifications

Center Productivity	32%
Marketing Plan Development	30%
Marketing Plan Implementation	32%
Administration and Financial Management	3%
Legal/Risk/Management	3%
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	100%

CMD Examination

(Global Practices Version)

The CMD Global Practices Version is a written examination consisting of 100 items administered in three and one-half hour sessions.

Test Specifications

Center Productivity	35%
Marketing Plan Development	25%
Marketing Plan Implementation	25%
Administration and Financial Management	15%
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	100%

Examination Schedule

Global Practices Certified Marketing Director (CMD)

Certified Marketing Director (CMD)

North American Version

(for candidates whose primary experience was gained in North America)

EXAMINATIONS:

June 20-27, 2009

Deadline: May 26, 2009

October 17-24, 2009

Deadline: September 11, 2009

Location: Prometric Testing Centers worldwide.

How to Apply

The CMD Application and Applicant Handbook is available on ICSC's Website, www.icsc.org – go to the tab, view the **Education** menu and click on **Certification Programs**.

Fee for the CMD examination:

Member: \$ 695 (U.S.)

Non-Member: \$1,390 (U.S.)

Three years after achieving the CMD designation, and maintaining the required continuing education credits, CMD certified professionals may apply for the Senior Level Certified Marketing Director (SCMD) designation.