

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.

Certified Marketing Director (CMD) Examination

The Initial CMD examination was administered in May 1971. In January of 2007, the CMD designation became global in scope recognizing global marketing best practices throughout the industry. As part of this change, the Accredited Marketing Director (AMD) certification was merged with the Certified Marketing Director (CMD) certification. To date, more than 2,000 professionals from all over the world have earned the "new" global CMD designation.

The objectives of the CMD program are:

- To recognize worldwide global marketing practices.
- To establish high standards of shopping center marketing activities. A CMD must be able to direct the marketing and promotion efforts of all types and sizes of shopping centers in a wide range of geographical locations.
- To recognize marketing/promotion directors who meet these professional standards.
- To establish educational standards for the profession.
- To encourage others to train for careers in shopping center marketing.

SUGGESTED READING MATERIAL



Shopping Center Marketing

It is the most up-to-date, authoritative and detailed compendium of marketing strategies. This book will help you create marketing plans and media plans, develop and implement events and sales pro-

motions and create effective advertising for all media. This publication is included with this program. If you are not attending and wish to order this publication, please turn to page 54.

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:

- a) Completion of the ICSC Marketing I and II Institute Programs, ICSC International School, Level I or ICSC eDistance Learning Program and ICSC International School, Level II; or
- b) Completion of the ICSC Marketing II Institute Program, ICSC International School, Level II or eDistance Learning Program 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%
	100%

CMD Examination (Global Practices Version)

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

Test Specifications

Center Productivity	23%
Marketing Plan Development	23%
Marketing Plan Implementation	23%
Administration and Financial Management	7%
Situational Judgment	24%
	100%

Examination Schedule

Global Practices Certified Marketing Director (CMD)

EXAMINATIONS:

June 23-27, 2008

Deadline: May 19, 2008

October 20-24, 2008

Deadline: September 8, 2008

Location: Prometric Testing Centers worldwide.

Certified Marketing Director (CMD) – North American Version

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

EXAMINATIONS:

October 20-24, 2008

Deadline: September 8, 2008

Location: Prometric Testing Centers throughout North America



How to Apply

The CMD Application and Applicant Handbook is available on ICSC's Web site, www.icsc.org – go to the tab, view the education menu and click on certification programs.

Fee for the CSM examination:

Member: \$ 695 (U.S.)

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

CMD Admissions and Governing Committee

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