

GLOBAL PRACTICES CERTIFIED SHOPPING CENTER MANAGER (CSM) AND CERTIFIED MARKETING DIRECTOR (CMD) DESIGNATIONS

Who Should Apply

- Shopping Centre Professionals with four years of experience and a broad knowledge of shopping centre marketing or management experience within the last six years, principles, who have the ability to apply those principles to effectively manage or market shopping centres.

How You Will Benefit

- Industry designation that recognizes experience, knowledge and skills.
- Recognition of your leadership capabilities and increased professional stature.
- Best way to gain and keep the competitive edge.
- It is the difference between just knowing your field and being a leader in your field.
- News releases by ICSC, announcing your achievement to the media. (Indicate on your application whether you and your company wish ICSC to include your name in its releases.)

Background

The need to recognize the global shopping centre manager and marketing director as a professional in the shopping centre industry and to set certain guidelines for the profession led to the establishment of the global practices CSM and CMD Certification programs (formerly called ASM and AMD). The first examinations were administered in 1997.

The Objectives of the Global Practices CSM/CMD Programs Are To:

- Establish and advance high standards in shopping centre management and marketing worldwide. A CSM must be able to manage and a CMD must be able to direct the marketing and promotion efforts of all types and sizes of shopping centres, in a wide range of geographical locations.
- Recognize shopping centre professionals who meet these professional standards.
- Seek and encourage others to train for careers in shopping centre management and marketing.
- Establish and maintain educational standards for the profession.

The certification will be awarded to those candidates who have met prescribed qualifications of experience and/or education and who achieve a passing score on a written examination. ICSC committees are responsible for developing test questions and maintaining each test's content standards and category specification. The Prometric specialists assemble the approved questions into proper test format, administer each exam and report the scores.

The Global Practices CSM and CMD certification designations are not diplomas representing successful completion of coursework alone. They stand for mastery of one's professional specialization as a result of both knowledge — however, obtained — and experience that can only be obtained on the job as a manager or marketing director. The content of the examinations leans heavily toward on-the-job experience. In other words, successful application of experience, knowledge, theory, and fact to everyday challenges will clearly define the certified shopping centre professional.

How the Program Is Administered

The CSM and CMD Admissions and Governing Committee administers the program, sets policy and assures that the program reflects the changing needs of the global professional.

Qualifications

In order to qualify as a candidate for the Global Practices CSM or CMD examination, you must meet the following criteria:

Certified Shopping Center Manager (CSM)

- Be or have been (within the past 6 years) actively engaged in shopping centre management for four years.*
Experience in shopping centre management includes maintenance, leasing, marketing and promotion, and shopping centre income and expense accounting.

* For the fourth year of experience, applicants may substitute completion of the following combinations of programs:

- Completion of the eDistance Learning Program,
- Completion of a Level I and a Level II Management program, both within the School for Professional Development, or
- Completion of a Level II Management program within the School for Professional Development, and related work experience or successful completion of continuing-education or college-level courses (with a minimum grade of C), either of which in the judgment of the CSM Committee is considered equivalent to a Level I Management Program. Education must be documented by copies of applicant's college (or equivalent) transcripts.

Certified Marketing Director (CMD)

- Be or have been (within the past 6 years) actively engaged in shopping centre marketing for four years,* or
- Be or have been (within the past 6 years) actively engaged in shopping centre marketing as a shopping centre manager.
Experience in shopping centre marketing includes marketing, research, marketing plan implementation, recordkeeping, special events implementation, sales promotion, public and community relations, and advertising and media buying.

* For the fourth year of experience, applicants may substitute completion of the following combinations of programs:

- Completion of a Level I and a Level II Marketing program, both within the School for Professional Development; or
- Completion of a Level II Marketing program within the School for Professional Development, and related work experience or successful completion of continuing-education or college-level courses (with a minimum grade of C), either of which in the judgment of the CMD Committee is considered equivalent to a Level I Marketing Program. Education must be documented by copies of applicant's college (or equivalent) transcripts.

The CSM and CMD Examination— Global Practices Version

The Global Practices CSM and CMD Examinations are written, multiple-choice examinations consisting of 100 items administered in a three-and-one-half-hour session. The contents of the Global Practices CSM and CMD examinations are parallel to the North American version. However, items that are specifically designed to test a concept that pertains exclusively to marketing or managing shopping centres in North America will not be tested.

If a candidate's primary experience was gained outside North America, we recommend that he/she take the global practices examination.

The exam features:

- Centres typically found around the world
- Square metres, 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.

Test Dates, Deadlines and Locations

The CSM/CMD Global Practices Examinations will be administered at computer test centres located globally during the following test windows:

Test Window: February 20-28, 2010

Registration Deadline: January 22, 2010

Test Window: June 12-20, 2010

Registration Deadline: May 21, 2010

Test Window: October 16-24, 2010

Registration Deadline: September 10, 2010

Registration Deadlines:

These are the dates by which the ICSC must receive examination applications and all accompanying materials. All applications are reviewed by the appropriate Committee designees, and the candidates are notified prior to the desired test window as to whether or not they qualify to take the examination.

Location:

Prometric Testing Centres throughout the world. For a list of ICSC computer-based testing locations, please visit ICSC's website, www.icsc.org – go to Education & Careers, view the Education menu and click on Certification Programs.

Scheduling an Appointment:

Once your application has been approved you will receive an eligibility ID which allows you to schedule your preferred date and location to take the exam. Please visit the ICSC website as outlined above to schedule your appointment. Candidates will be scheduled for 4.5 hour blocks. Actual examination time is 3.5 hours with the additional hour scheduled for administrative purposes.

Languages

The Global examinations are administered in Spanish, Portuguese or English.

Fee

The fee for taking the complete examination is \$695.00 (USD) for ICSC members, \$1390.00 (USD) for non-members.

ICSC members who have completed a Level I and a Level II program within the School for Professional Development may take the Global examination at no charge. To take the Global exam at no charge, applicants must list the Level I and Level II programs they completed on page 5 of this application. Programs must have been completed in Management for the CSM exam or Marketing for the CMD.

Cancellations and Refunds

All cancellations will be subject to a minimum of \$25 cancellation fee. No refunds will be given for cancellations received after February 4, 2010 for the February 20-28 test window or after May 28, 2010 for the June 12-20 test window or after October 1 for the October 16-24 test window.

If, after your application is received, the CSM or CMD Committee determines that you are not eligible to sit for the examination, you will be issued a refund of the examination fee minus a \$25 administrative fee. Your refund will be issued prior to the test window for which you applied, providing ICSC receives the examination payment before the deadline. ICSC examinations are experience- and knowledge-based. Therefore, ICSC strongly recommends that candidates carefully review exam eligibility requirements before submitting their applications. Ensuring that your qualifications meet all exam eligibility requirements will not only expedite the review process but also will allow you to receive timely approval to take the exam. A candidate that does not meet the minimum qualifications will not be permitted to take the exam.

Applications

Candidates must submit original, notarized applications. Applications that are faxed, scanned, missing accompanying materials, or incorrectly filled out will be returned to the applicant. Applications must be completed in English only. No other languages will be accepted.

Before submitting an application for consideration, use this checklist to ensure that you have completed the following:

- Listed your experience in chronological order, listing your most recent experience first.
- Included a complete job description – with exact dates of employment – for each position (past and present) you plan to use to fulfill the eligibility requirements?
- Included the transcripts of any college-level or continuing-education courses you plan to use to fulfill the eligibility requirements (Check with the list of acceptable courses on page 5 of this application.)
- Had your application signature witnessed by a notary public?
- Enclosed payment for the examination fee (Checks must be made payable to ICSC in US funds, drawn on a US bank.)
- Made a copy of your completed application for your records.

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Please Note: If you took the CSM or CMD Global Practices exam in 2009 but did not pass, or if you were found eligible to sit for the examination but did not take it, you should complete page 4 of this application and submit it to ICSC with the examination fee.

Test Scoring and Reporting

Confidential score reports are given to the candidate after the test is completed. Unsuccessful candidates will receive summary reports that list the diagnostic score for the examination's content areas. Successful candidates receive notification of their passing status only. No examination results are reported over the phone.

Pass/Fail Standard

The passing standard is a pre-determined standard of knowledge set by a criterion-referenced methodology. A candidate's score on the examination will be based on the number of multiple-choice questions answered correctly: thus, you should answer all the questions. There is no penalty for guessing. Using this methodology, there is no curve and candidates do not compete against each other. There is no limit on the number of candidates who may pass or fail the examinations. Additional information about this scoring method is provided in the Candidate Information Bulletin.

Auxiliary Aids

Any disabled individual desiring an auxiliary aid for this examination should notify ICSC at least five weeks prior to the examination.