



CERTIFICATION IN COLLABORATIVE MARKETING CCM™



Developing the Collaborative Marketing and Leadership Skills Needed Today



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CCM Candidates and Graduates



***Pete Charette, Sr. Analyst Revenue Management,
Campbell Soup Company***



***Danielle Lowe, Finance Manager Trade Analytics & Insights,
Nestle Prepared Foods, Pizza & Snacking and Baking***



***Sunny Yurasek, Manager Financial Systems,
Revenue Management, Constellation Brands***



Benefits of Becoming a Certified Collaborative Marketer CCM™

- As trading partners begin to understand the importance of knowledge based pricing and promotions strategies, CCM's will have the knowledge of pricing, promotion, plus important related disciplines and demonstrate the ability to integrate this information into joint business planning.
- The Certified Collaborative Marketer CCM™ is the only designation directly related to marketing and merchandising collaboration, serving a complex and ever-changing retail environment.
- The CCM program is designed to develop collaborative business competency and mastery of the executive-level skills needed to add value, drive trading partner performance, and build quality pricing and promotion practices within and between organizations.
- A CCM learns and substantiates knowledge of pricing, promotion, and important related disciplines and demonstrates the ability to incorporate this information into collaborative business plans.
- Becoming a Certified Collaborative Marketer CCM™ demonstrates your commitment to collaborative practices, and personal professional development. Additionally, studies prove this type of education/training increases advancement, company loyalty, and longevity.



Bridging Chasms...Building Your Career

- Certified Collaborative Marketer CCM™ Certification Program
- Professional Development Opportunities
- Networking & Leadership Opportunities (POI Summit)
- CCM Curriculum Meetings
- Knowledge Based Case Studies/Research
- POI Advisory and Mentorship



Collaborative Marketers – Who Are We?

Professionals Making Decisions in:

- CPG Sales and Marketing
- Trade Marketing
- Retail Merchandising
- Category Management
- Sales & Operations Planning
- Shopper Marketing
- Sales Finance
- Retail Advertising
- Loyalty & Analytics





Collaborative Marketers – What Do We Do?

Collaborative Marketers understand and are responsible for achieving intra/inter-organizational objectives by creating and optimizing pricing and promotional efforts and events by:

- Understanding the Basis for Consumer Decisions at Retail
- Driving strategic brand, category, and store profitable growth
- Providing accurate information for better decisions
- Using mutual KPI's in joint business planning
- Leading in adding value to all trading partners
- Continuously improving their knowledge



Benefits of Becoming a Certified Collaborative Marketer CCM™

- Professionals within Marketing and Merchandising who are candidates as Certified Collaborative Marketers (Executives making decisions in): CPG Sales and Marketing; Retail Merchandising; Category Management; Sales & Operations Planning (Demand Planning, Forecasting); Shopper Marketing; Branding; Sales Finance; Insights and Analytics; Retail Advertising; Purchasing, Pricing; and Supply Chain Management

POI Education Advisory Board (PEAB)

- [Composition \(Academia, Manufacturers, Retailers, Solutions\)](#)
- CCM Academic Approval Board:
 - Renee Shaw Hughner, Ph.D. Arizona State University
 - John L Stanton, Ph.D. Saint Joseph's University
 - Tom Gillpatrick, Ph.D. Portland State University
 - Ronald Klimberg, Ph.D. Saint Joseph's University



Completion Expectations

- The Academic Approval Board has examined the content of the educational portion of the "**Certified Collaborative Marketer (CCM)™**," to evaluate it, and certify that it represents an appropriate academic approach.
- The POI certification model requires candidates to accumulate 100 points to be certified. The points can be accumulated in various ways, recognizing there may be different ways to meet our requirements.
- Once all of these curriculum components are completed, you will be credentialed as a Certified Collaborative Marketer.



How Points are Accumulated (100)

75 Points	Complete the online and onsite courses Attend the orientation at SJU. Complete the Collaborative Business Planning exercise at SJU, PSU, or ASU. Pass the tests on each unit and final exam.
10 Points	Attend an in person POI seminar (November/April)
5 Points	College degree in business
10 Points	Cat man certification
5 Points	Attend other education meeting (NGA, GMA, FMI)
10 Points	POI meeting (Roundtable)
10 Points	Currently have 5 years experience in retail, buying or 5 years sales/marketing exp., 5 years in data/analytics supplier, or combination of the three



5 Steps to Certification

The following steps are required to be certified:

1. Attend CCM Orientation Class
2. Attendance at the live training events
3. Successful completion of the self-directed course
4. Submission of a completed related collaborative price/promotion optimization plan (Group)
5. Satisfactory grade on the final exam

