

PART 1

- Overview
- Exam Guidelines
- Product Management and Marketing
- Marketing Mix
- Seven Phase Product Management Framework
- New Product Development
- Commercialization
- Practice Questions

PART 2

- Understanding Goods & Services
- Understanding Brands Strategy
- Market Research
- Buyer Behavior
- Product Positioning
- Practice Questions

PART 3

- Marketing Process
- Marketing Communications
- Integrated Marketing Communications
- Distribution Channels
- Exam Review
- Practice Questions