



Global Accreditation Body for
Sales and Marketing Certifications

Marketing
Strategy (MS)

Marketing
Research (MR)

Digital
Marketing (DM)

Corporate
Sales (CS)

Branding and
Advertising (BA)

Retail
Marketing (RM)



The SMstudy® Guide (also referred to the Sales and Marketing Body of Knowledge - SMBOK® Guide) provides a comprehensive framework for companies globally to plan and execute their Sales and Marketing activities

About SMstudy

SMstudy is the Global Accreditation body for Sales and Marketing certifications and is a brand of VMEdU, Inc., a global leader in education with more than 400,000 students world-wide in more than 3,500 companies.



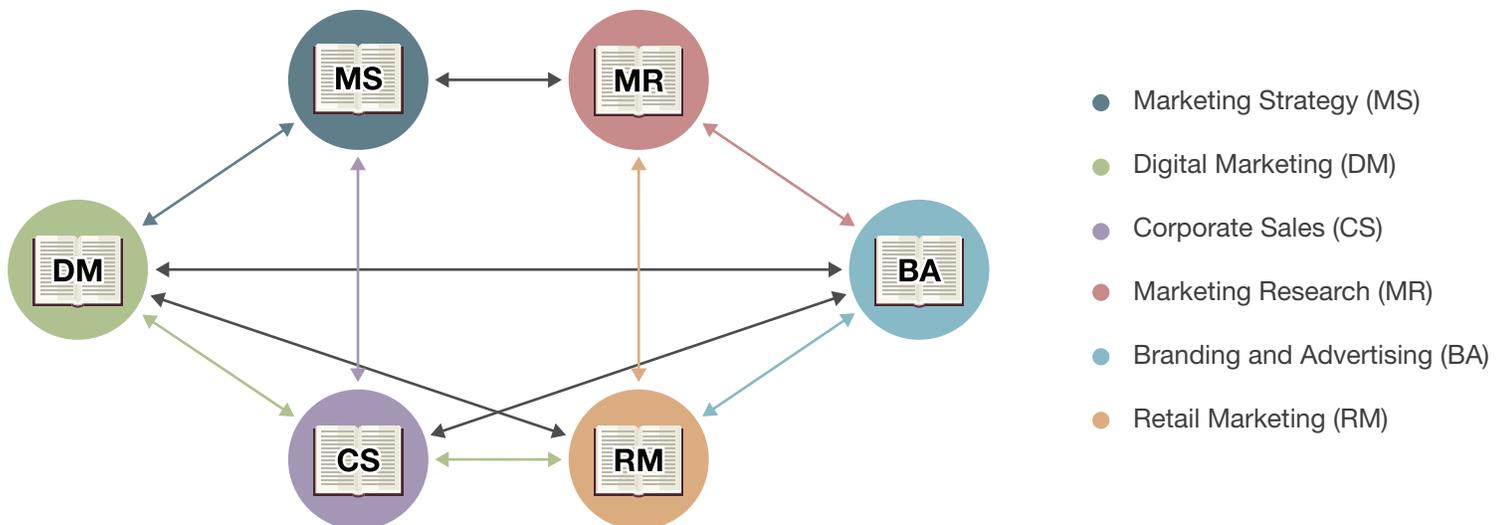
SMstudy—the Global Accreditation body for Sales and Marketing, has authored the *SMstudy® Guide* (also referred to as the *Sales and Marketing Body of Knowledge or SMBOK® Guide*), which is a series of books that provides guidelines for the Sales and Marketing of products and services in any organization. The forty-five authors, advisors, and reviewers of this series of books have worked in multiple marketing environments and geographic regions across an eclectic variety of industries.

The *SMstudy® Guide* offers a comprehensive framework that can be used to effectively manage Sales and Marketing efforts in any organization. The objective of the *SMstudy® Guide* is to provide a practical and process-oriented approach to Sales and Marketing that emphasizes how various elements of Sales and Marketing can be integrated to develop a comprehensive and effective organizational plan.

The concepts in the *SMstudy® Guide* can be applied effectively to any company in any industry—from small companies with only a few employees to large, complex organizations with numerous business units, multiple product lines, and thousands of employees across many countries.

Six Aspects of Sales and Marketing

The *SMstudy® Guide* describes six Aspects of Sales and Marketing which are aligned to the six most common and often distinct career fields related to Sales and Marketing. The Six Aspects included in the *SMstudy® Guide* are Marketing Strategy, Digital Marketing, Corporate Sales, Marketing Research, Branding and Advertising and Retail Marketing. Together, these six Aspects cover any topic under Sales and Marketing and form the most comprehensive guide for the topic.



Why should students use SMstudy?

An overview of how we help Sales and Marketing enthusiasts all over the world



Earn industry recognized certifications

SMstudy is the Global Accreditation Body for Sales and Marketing Certifications. Students can enroll and study through our 1000+ high quality videos, case studies, chapter test questions and more—and gain a very good understanding of the different facets of Sales and Marketing. Students can also take free SMstudy Associate Level certifications and gain a valuable, well-recognized certification that can help them in their career.



Enjoy flexible learning solutions

SMstudy uses the best delivery mechanisms for students through best-in-class mobile apps, high-end online courses, or physical classes ensuring that students have an engaging learning experience anytime, anywhere.



Learn from community

Students can now learn with a peer group from over 100 countries through our subject-specific discussion forums on LinkedIn and Facebook, or by discussions in our mobile apps and online forums. This collaborative learning helps your students understand how sales and marketing practices differ across countries, companies and industries.



Learn from the definitive and comprehensive *SMstudy*[®] Guide

SMstudy offers comprehensive courses and certification programs based on the *SMstudy*[®] Guide. This series of six books details each distinct Aspect of Sales and Marketing. The *SMstudy*[®] Guide has been developed by forty-five subject matter experts and has been designed to be used as a reference and knowledge guide by people with varying experience levels from industry novices to senior Sales and Marketing professionals.



Gain access to the largest library of courses related to Sales and Marketing

SMstudy contains the largest repository of Sales and Marketing content both created by SMstudy, and also sourced from experts globally. This library helps students become industry ready with specialized learning on any topic of interest and helps them to be more confident and effective in their job.



Several certifications and monthly subscription plans

As the global accreditation body for Sales and Marketing Certifications, SMstudy offers 30+ certifications on different aspects of sales and marketing, and for varying levels of experience. Students can select their field of interest, and gain the knowledge and certification which will help them make a difference in their careers. Students can also sign up for monthly subscriptions and keep up-to-date with the latest in sales and marketing.

Certification Hierarchy

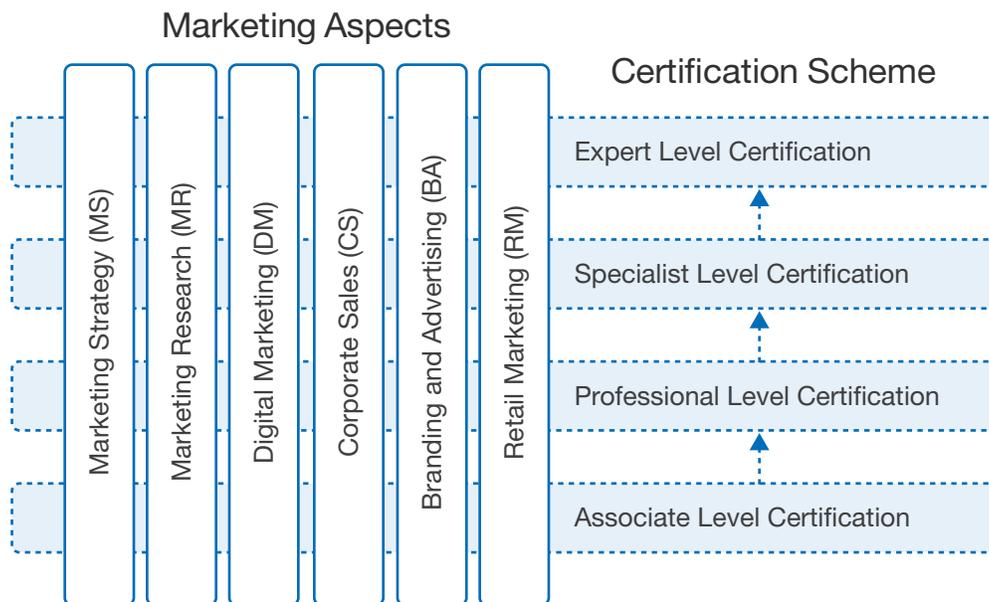
An overview of different levels of certifications for students globally



The *SMstudy*[®] *Guide* is a collection of books describing six Aspects of Sales and Marketing:

1. Marketing Strategy (MS)
2. Marketing Research (MR)
3. Digital Marketing (DM)
4. Corporate Sales (CS)
5. Branding and Advertising (BA)
6. Retail Marketing (RM)

Since the *SMstudy*[®] *Guide* is geared toward Sales and Marketing professionals or those who desire to work in this field, the six Aspects are based on the six most common and often distinct career fields related to Sales and Marketing. Though there is no mandatory prerequisites for many of the SMstudy certifications, it is always better to understand the hierarchy structure.



As shown above, each of the six Aspects of Sales and Marketing has four levels of certifications.

- The Associate level certification is tailored to help anyone interested to know more about the specific Aspect of Sales and Marketing. This is included as a part of the free subscription.
- The Professional level certification is for individuals who want to gain an comprehensive knowledge of a particular Aspect of Sales and Marketing. This includes a paid subscription access.
- The Specialist and Expert level certifications are aligned to working professionals trying to gain practical and theoretical expertise in the Sales and Marketing Aspect of their choice. The Specialist certification requires three years of related work experience and the Expert level certification requires five years of related work experience.

In addition to the certifications mentioned above, SMstudy offers certifications in fields related to sales and marketing such as Email Marketing, Web Analytics, Search Engine Optimization(SEO) and more.

SMstudy Subscription

Explore the biggest library of Sales and Marketing content and learn from experts.



An SMstudy subscription provides a unique opportunity for all sales and marketing enthusiasts to gain access to the largest pool of content in one place. SMstudy works with experts from various facets of Sales and Marketing who offer relevant and insightful content in their field of expertise. These experts publish their content on the SMstudy ecosystem in the form of high-quality online courses that can be accessed by all subscribers. Subscribers not only receive access to the comprehensive resources on Sales and Marketing, but can also connect with each other and share knowledge.

For a nominal monthly fee, Sales and Marketing students have access to expert content on any topic related to Sales and Marketing with new courses added everyday. This allows professionals and students around the world stay updated on the latest trends in Sales and Marketing and also helps them develop expertise in a field of their choice.

Key benefits of an SMstudy Subscription

-  **Access to high-quality crowd-sourced content**

An SMstudy subscription gives a user access to numerous useful courses and resources developed by experts associated with different facets of the Sales and Marketing domain. These courses usually include high-quality videos, study guides, quizzes and other resources. Free subscriptions give access to all free resources.
-  **Complete reference for SMstudy Certifications**

Paid subscribers gain access to not only the crowd-sourced content, but all the SMstudy online resources needed to take the certification exams.
-  **Free SMstudy Associate Level Certifications**

All subscribers get access to SMstudy Associate Level Certification courses and exams for FREE. An Associate level certification helps students understand the basics of any Aspect of Sales and Marketing.
-  **Enhance and share Sales and Marketing knowledge**

SMstudy provides a platform to collaborate with other Sales and Marketing enthusiasts and contribute to the growing pool of knowledge. With SMstudy subscriptions, members can share, learn and improve.
-  **Get recognized as an expert in Sales and Marketing**

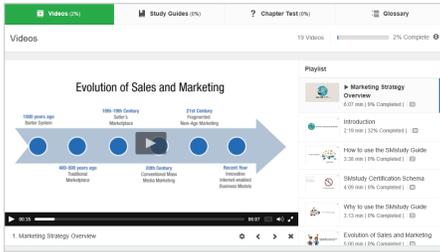
The top contributors to the SMstudy community are recognized as Sales and Marketing experts on the SMstudy website. This helps them establish their presence in their domain of expertise and opens up revenue opportunities.

Learning Resources Included with SMstudy Courses

The marketing courses developed by SMstudy are of the highest quality and have been prepared through a collaboration of 50+ experts in the various fields of Sales and Marketing.



SMstudy courses have unique elements that make them highly engaging as well as informative for their respective audiences. Each SMstudy course has an online component and includes the following resources.



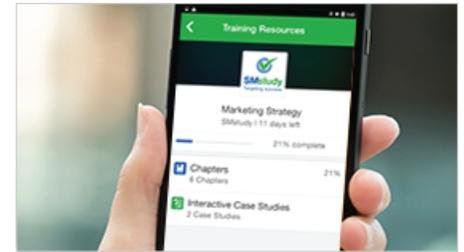
Online Videos

High-quality online videos for each chapter and knowledge area



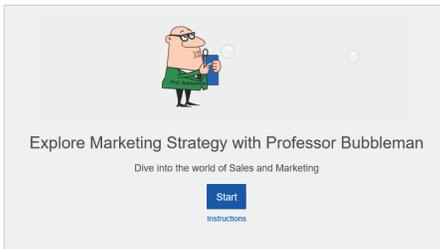
Classroom Study Materials

High-quality physical study material for Authorized Training Partner's classroom training programs



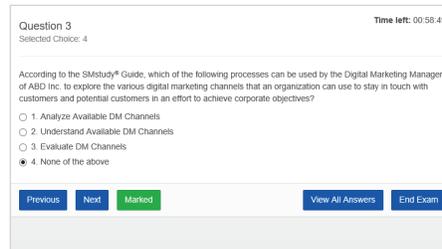
Mobile Apps

Students can access courses in all formats through SMstudy's innovative mobile app



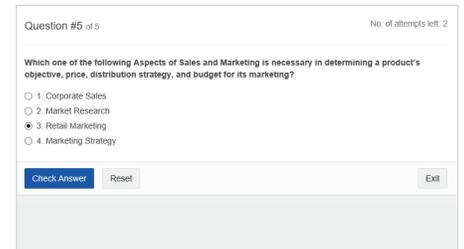
Engaging Case Studies

Engaging case studies replicate real-life scenarios ensuring effective learning



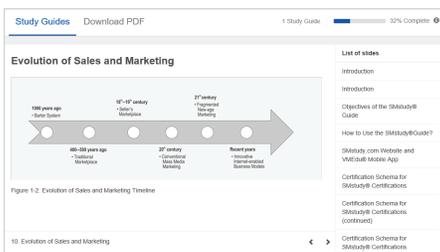
Full length Simulated Exam

Practice exams designed to familiarize students with the actual exam environment



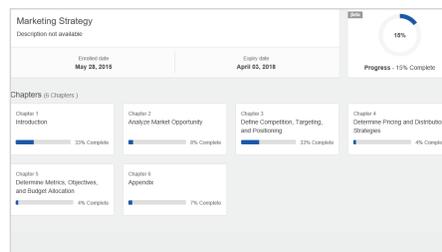
Chapter Tests

Practice tests for each chapter so students can gauge their preparedness



Study Guides and Podcasts

Students can access the courses on the move even without Internet access



Progress Tracking

Students can track their progress on any course across web and mobile apps

Marketing Strategy

Marketing Strategy (MS) acts as a unifying framework to define and analyze the other Aspects of Sales and Marketing.



Syllabus

1. Introduction

- a. Evolution of Sales and Marketing
- b. Corporate Strategy and its Relationship to Sales and Marketing
- c. Aspects of Sales and Marketing
- d. Levels of Sales and Marketing Strategy
- e. Marketing Strategy Overview

2. Analyze Market Opportunity

- a. Determine Strengths and Weaknesses
- b. Determine Opportunities and Threats

3. Define Competition, Targeting, And Positioning

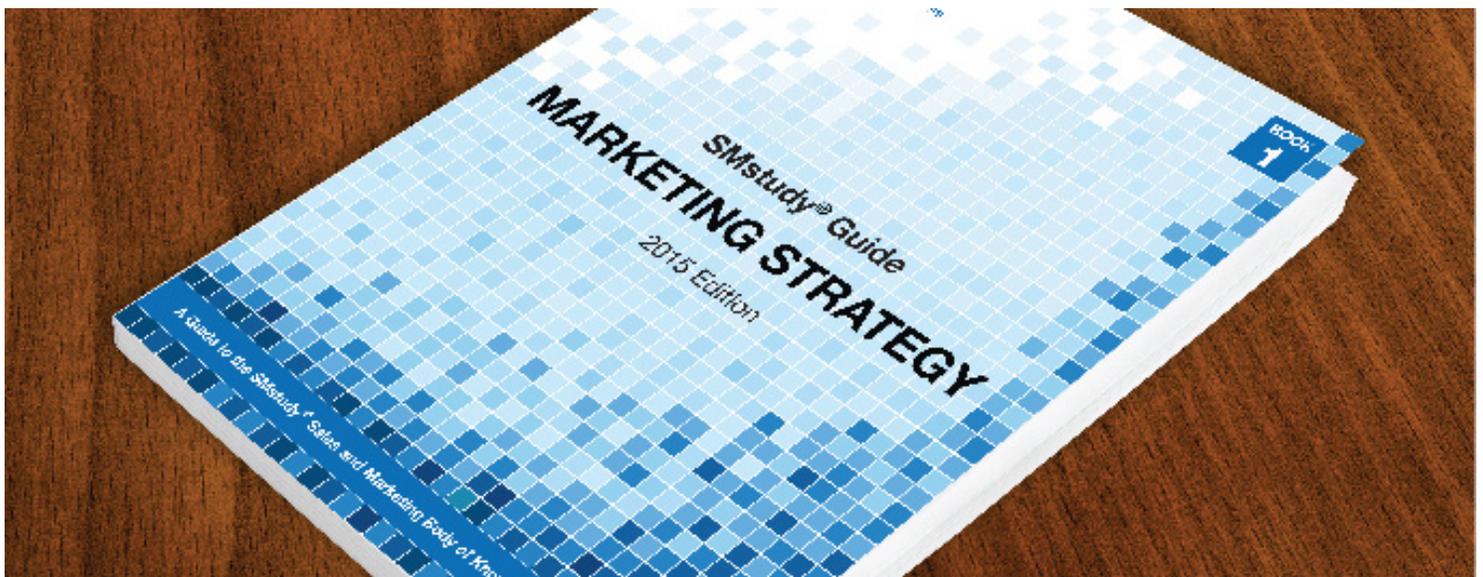
- a. Identify Competition
- b. Select Target Segments
- c. Create Differentiated Positioning

4. Determine Pricing and Distribution Strategies

- a. Determine Pricing Strategy
- b. Determine Distribution Strategy

5. Determine Metrics, Objectives, Marketing Aspects, And Budget Allocation

- a. Determine Metrics
- b. Determine Objectives
- c. Decide Marketing Aspects and Allocate Budget



Certifications

SMstudy Marketing Strategy certifications include Associate, Professional, Specialist, and Expert level certifications. Anyone interested in learning about marketing strategy can earn these certifications.



Marketing Research

Marketing Research (MR) provides a framework to conduct marketing research and to analyze Sales and Marketing data.



Syllabus

1. Introduction

- a. A Brief History of Marketing Research
- b. Corporate Strategy Overview
- c. Aspects of Sales and Marketing
- d. Levels of Sales and Marketing Strategy
- e. Marketing Strategy Overview
- f. Marketing Research Overview

2. Define Research Problem and Choose Research Design

- a. Define Research Problem
- b. Choose Research Design

3. Data Collection

- a. Collect Secondary Data
- b. Collect Primary Data

4. Data Processing and Analysis

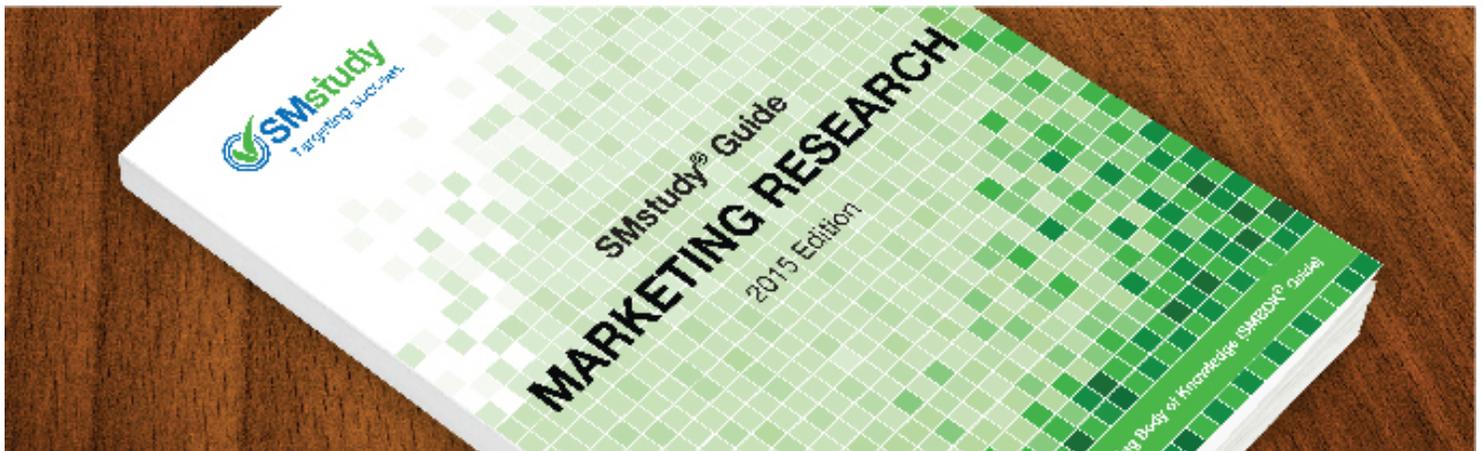
- a. Data Processing
- b. Data Analysis

5. Interpretation and Reporting

- a. Data Interpretation
- b. Reporting

6. Statistics

- a. Data
- b. Statistical Measurement of Data
- c. Probability
- d. Random Variables and Probability Distributions
- e. Sampling Distributions
- f. Method of Least Squares
- g. Analysis with Statistical Packages



Certifications

SMstudy Marketing Research certifications include Associate, Professional, Specialist, and Expert level certifications. Anyone interested in learning about marketing research can earn these certifications.



Digital Marketing

Digital Marketing (DM) includes all marketing activities that use electronic devices connected to the internet to engage with customers.



Syllabus

1. Introduction

- a. A Brief History of Digital Marketing
- b. Corporate Strategy Overview
- c. Aspects of Sales and Marketing
- d. Levels of Sales and Marketing Strategy
- e. Marketing Strategy Overview
- f. Digital Marketing Overview

2. Understand and Evaluate Digital Marketing (DM) Channels

- a. Understand Available DM Channels
- b. Evaluate DM Channels

3. Plan and Develop DM Channels

- a. Plan and Develop Website Channel
- b. Plan and Develop Mobile Channel
- c. Plan and Develop Social Media Channel

4. Optimize Website

- a. Optimize Website for Reach

- b. Optimize Website for Relationship
- c. Optimize Website for Reputation

5. Optimize Mobile/Tablet/Devices

- a. Optimize Mobile Site and App for Reach
- b. Optimize Mobile Site and App for Relationship
- c. Optimize Mobile Site and App for Reputation

6. Optimize Social Media

- a. Optimize Social Media for Reach
- b. Optimize Social Media for Relationship
- c. Optimize Social Media for Reputation

7. Other Important Elements of DM Channels

- a. E-mail Marketing
- b. Web Analytics
- c. Search Marketing
- d. Popular Social Media Platforms
- e. Affiliate Marketing
- f. Search Engine Optimization



Certifications

SMstudy Digital Marketing certifications include Associate, Professional, Specialist, and Expert level certifications. Anyone interested in learning about digital marketing can earn these certifications.

SMstudy SCDM-A
Digital Marketing Associate

SMstudy SCDM-P
Digital Marketing Professional

SMstudy SCDM-S
Digital Marketing Specialist

SMstudy SCDM-E
Digital Marketing Expert

Corporate Sales

Corporate Sales (CS) outlines the best practices and processes to be followed for effective business-to-business (B2B) sales.



Syllabus

1. Introduction

2. Organizational Capabilities for Corporate Sales

- a. Understand Sales Value Proposition
- b. Determine Corporate Sales Channels
- c. Plan Sales Governance
- d. Determine Sales Targets
- e. Create Marketing Assets
- f. Create Sales Compensation Structure

3. Training for Corporate Sales

- a. Sales and Negotiation Training
- b. Product Training

4. Sales Process – Prospecting

- a. Profiling of Target Customers and Decision Makers
- b. Lead Generation and Qualification

5. Sales Process – Conversion

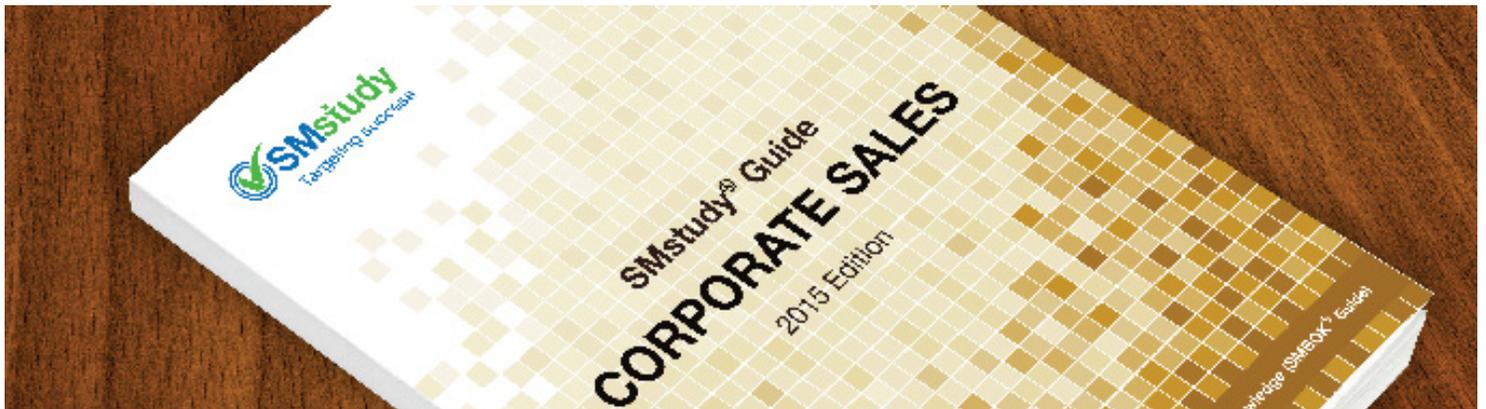
- a. Needs Assessment for Each Qualified Lead
- b. Presentation, Overcoming Objections and Closure

5. Optimize Mobile/Tablet/Devices

- a. Optimize Mobile Site and App for Reach
- b. Optimize Mobile Site and App for Relationship
- c. Optimize Mobile Site and App for Reputation

6. Account Management

- a. Classification of Accounts and Resource Allocation
- b. Corporate Accounts Alignment
- c. Client Management



Certifications

SMstudy Corporate Sales certifications include Associate, Professional, Specialist, and Expert level certifications. Anyone interested in learning about corporate sales can earn these certifications.



SMstudy Certification Overview

Four levels of certifications for each Aspect to ensure relevancy to a diverse audience.

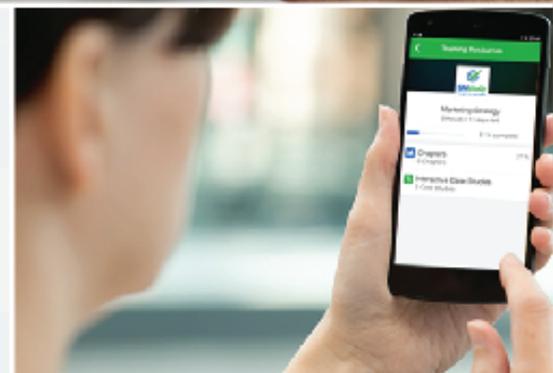
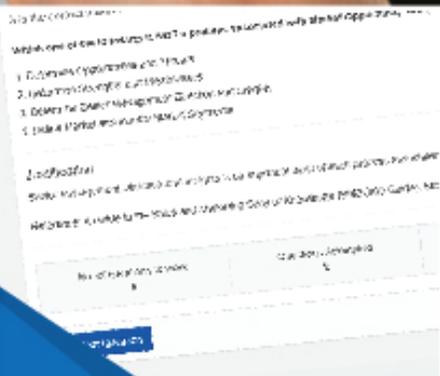
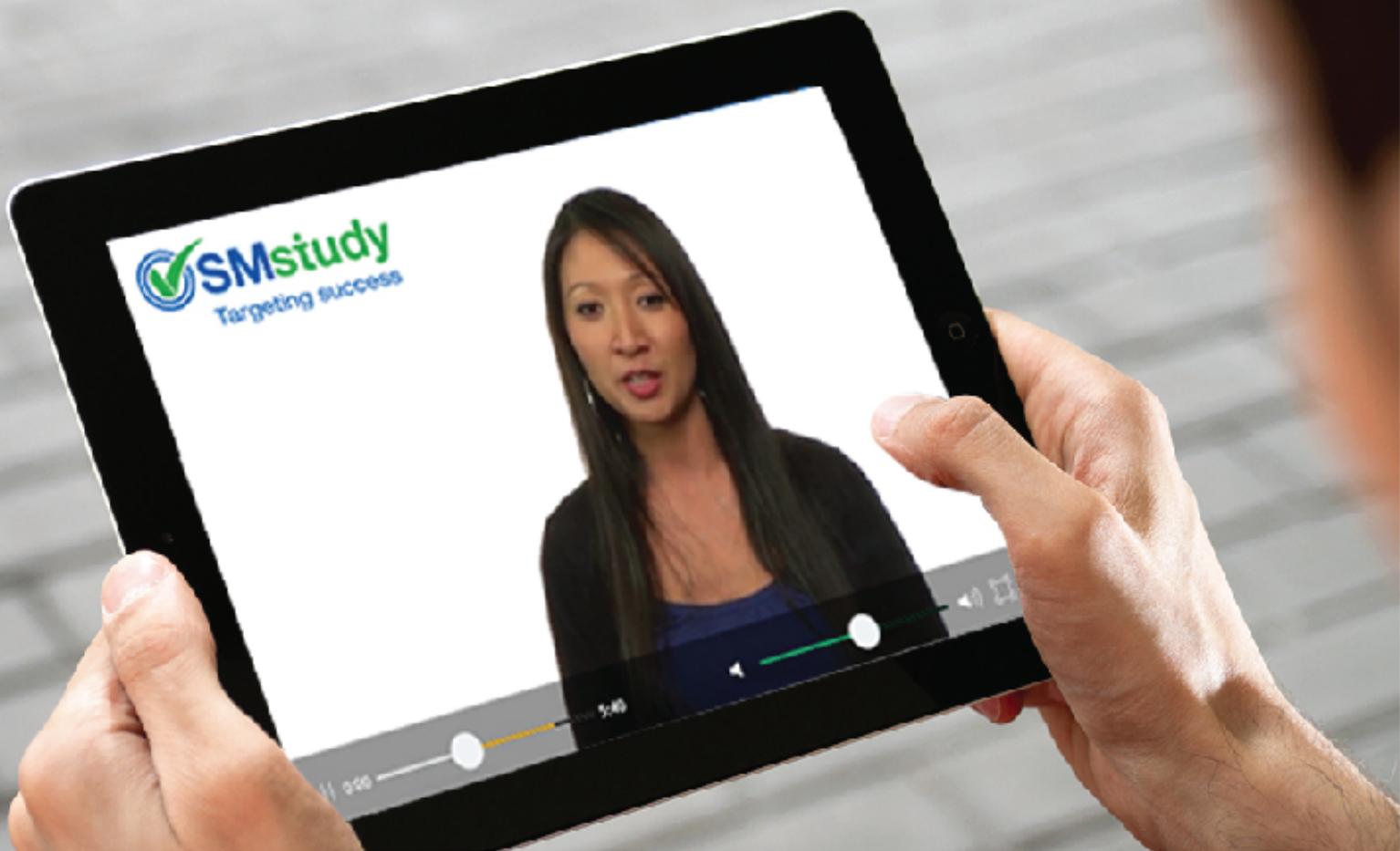


Certification Levels	Examination Format	Audience Profile	Prerequisites
Expert Level	<ul style="list-style-type: none"> • Multiple choice • 180 questions per exam • No negative marks for wrong answers • 240 minutes duration • Proctored online exam 	This certification is appropriate for Sales and Marketing professionals interested in becoming a SMstudy certified Sales and Marketing Expert.	The candidate should have a minimum of five years work experience. It is necessary to complete the SMstudy® Specialist level certification and study all processes from the SMstudy Guide before applying for the SMstudy® Expert level certification.
Specialist Level	<ul style="list-style-type: none"> • Multiple choice • 140 questions per exam • No negative marks for wrong answers • 180 minutes duration • Proctored online exam 	This certification is appropriate for Sales and Marketing professionals interested in becoming Sales and Marketing Specialists.	The candidate should have a minimum of three years work experience. It is preferable to complete the SMstudy® Professional level certification and study all processes from the SMstudy Guide.
Professional Level	<ul style="list-style-type: none"> • Multiple choice • 100 questions per exam • No negative marks for wrong answers • 120 minutes duration • Proctored online exam 	This certification is appropriate for anyone interested in becoming a Sales and Marketing professional.	It is preferable to complete the SMstudy® Associate level certification and study the recommended processes from the SMstudy Guide.
Associate Level	<ul style="list-style-type: none"> • Multiple choice • 40 questions for the exam • One mark awarded for every right answer • No negative marks for wrong answers • 30 questions must be answered correctly to pass 	Anyone interested in knowing more about Sales and Marketing can take this course and exam for free.	There is no formal prerequisite for this course.

SMstudy Mobile App

Allows all its registered students to view high-quality study material in a mobile friendly format using mobile phones and tablets.





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