



Global Accreditation Body for  
**Sales and Marketing Certifications**

The *SMstudy® Guide* (also referred to as 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. SMstudy is a brand of VMEdU, Inc., a global leader in education with more than 500,000 students worldwide in more than 5,000 companies.



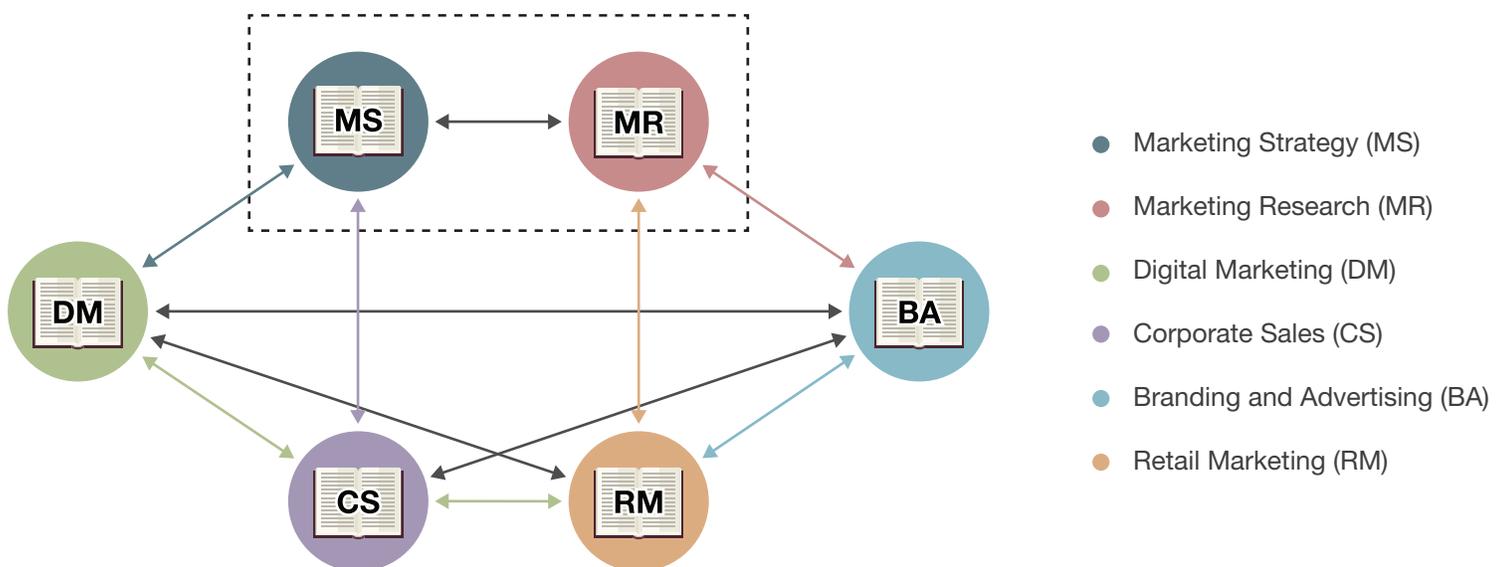
SMstudy, the Global Accreditation body for Sales and Marketing, has authored the *SMstudy® Guide* (also referred to as the *SMstudy Sales and Marketing Body of Knowledge* or *SMBOK® Guide*), a series of books providing guidelines for the sales and marketing of products and services in any organization. More than 50 authors, advisors and reviewers in numerous marketing environments and geographic regions across an eclectic variety of industries, created this extensive collection of insights and best practices.

The *SMstudy® Guide* offers a comprehensive framework 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 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 that 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 every topic related to Sales and Marketing and form the most comprehensive guide on the subject.



# 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 200+ free, high-quality videos, case studies and chapter test questions to gain a comprehensive understanding of the different facets of Sales and Marketing. Students can also take free SMstudy Associate Level certifications and gain valuable, well-recognized certification that can help them in their careers.



## Enjoy Flexible Learning Solutions

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



## Learn From the Community

Students can learn with a peer group representing more than 100 countries through our subject-specific forums on LinkedIn and Facebook, or by discussions on our mobile apps and online forums. This collaborative form of learning helps students understand how Sales and Marketing practices differ across countries, companies and industries.



## Learn From the Definitive and Comprehensive *SMstudy*<sup>®</sup> Guide

SMstudy offers comprehensive courses and certification programs based on the *SMstudy*<sup>®</sup> Guide. This six books series details each distinct Aspect of Sales and Marketing. The *SMstudy*<sup>®</sup> Guide has been developed by more than 50 subject matter experts to be a reference and knowledge guide for 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 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 careers.



## Several Certifications and Monthly Subscription Plans

As the Global Accreditation Body for Sales and Marketing Certifications, SMstudy offers 30+ certifications in the different Aspects of Sales and Marketing, for varying levels of experience. Students can select their field of interest and gain knowledge and certifications that 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

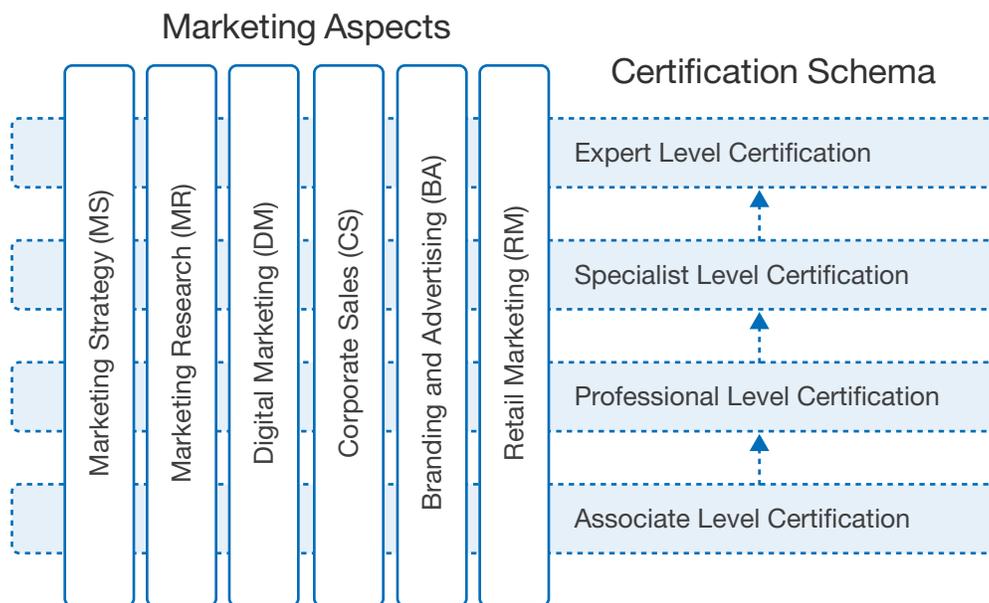
An overview of the different levels of certifications



The *SMstudy*® *Guide* is a series of six 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 the field, the six Aspects are based on the six most common and often distinct career fields related to Sales and Marketing. Though there are 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 certification.

- The Associate level certification is for anyone interested in learning more about each 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 a comprehensive understanding of a particular Aspect of Sales and Marketing.
- Specialist and Expert level certifications are tailored to professionals working to gain practical and theoretical expertise in the Sales and Marketing Aspect of their choice. The Specialist level certification requires three years of related work experience. 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 E-mail Marketing, Web Analytics, Search Engine Optimization (SEO) and more.

# SMstudy Subscription

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



SMstudy subscription provides a unique opportunity for all Sales and Marketing enthusiasts, offering access to the largest collection 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 share their content in the SMstudy ecosystem in the form of high-quality online courses available to all subscribers. Subscribers not only receive access to the comprehensive resources on Sales and Marketing but also can 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 daily. This allows professionals and students around the world to stay updated on the latest trends in Sales and Marketing and also helps them develop expertise in the field of their choice.

## Key benefits of an SMstudy Subscription



### Access to high-quality, crowd-sourced content

A SMstudy subscription offers access to numerous useful courses and resources developed by experts in different facets of the Sales and Marketing domain. These courses usually include high-quality videos, study guides, quizzes and other resources. Free subscriptions offer access to all free resources.



### Complete reference for SMstudy Certifications

Paid subscribers gain access to certification exams, in addition to crowd-sourced content.



### Free SMstudy Associate Level Certifications

All subscribers receive access to SMstudy Associate Level Certification courses and exams for free. An Associate course offers students 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 to 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 establish their presence in their field of expertise and opens up revenue opportunities.

# 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

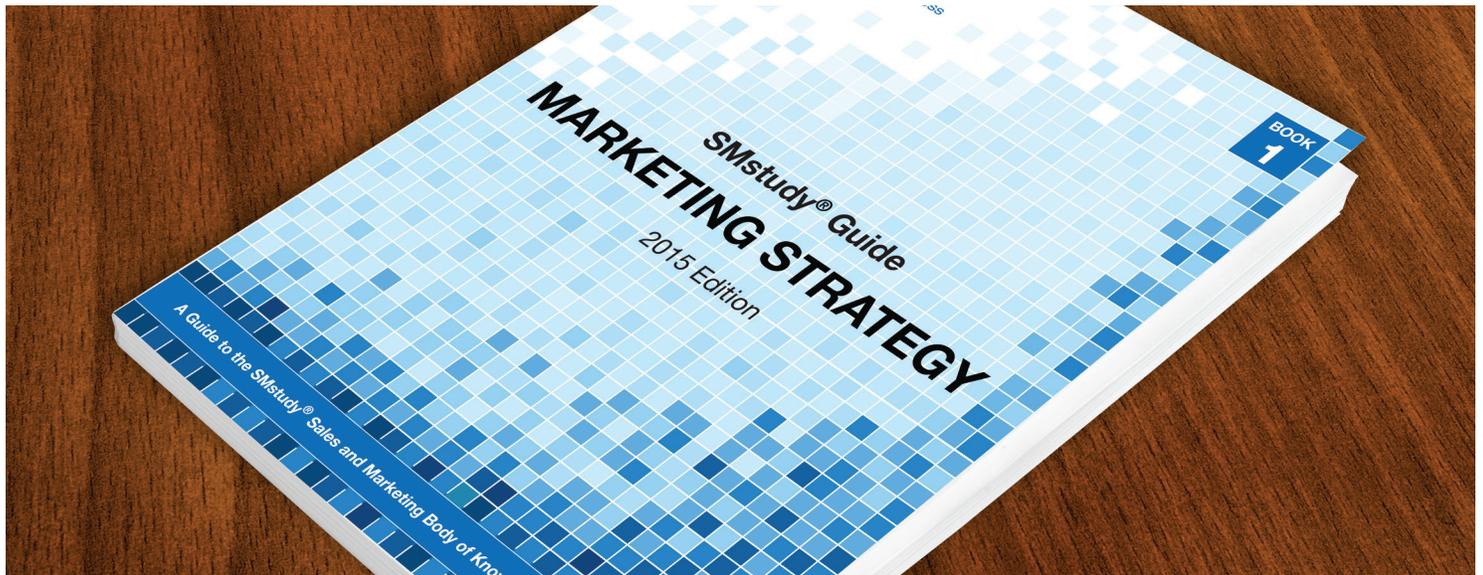
- a. Identify Competition
- b. Select Target Segments
- c. Create Differentiated Positioning

### 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 levels. Anyone interested in learning about Marketing Strategy can earn these certifications.



# Marketing Research

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



## Syllabus

### 1. Introduction

- A Brief History of Marketing Research
- Corporate Strategy Overview
- Aspects of Sales and Marketing
- Levels of Sales and Marketing Strategy
- Marketing Strategy Overview
- Marketing Research Overview

### 2. Define Research Problem and Choose Research Design

- Define Research Problem
- Choose Research Design

### 3. Data Collection

- Collect Secondary Data
- Collect Primary Data

### 4. Data Processing and Data Analysis

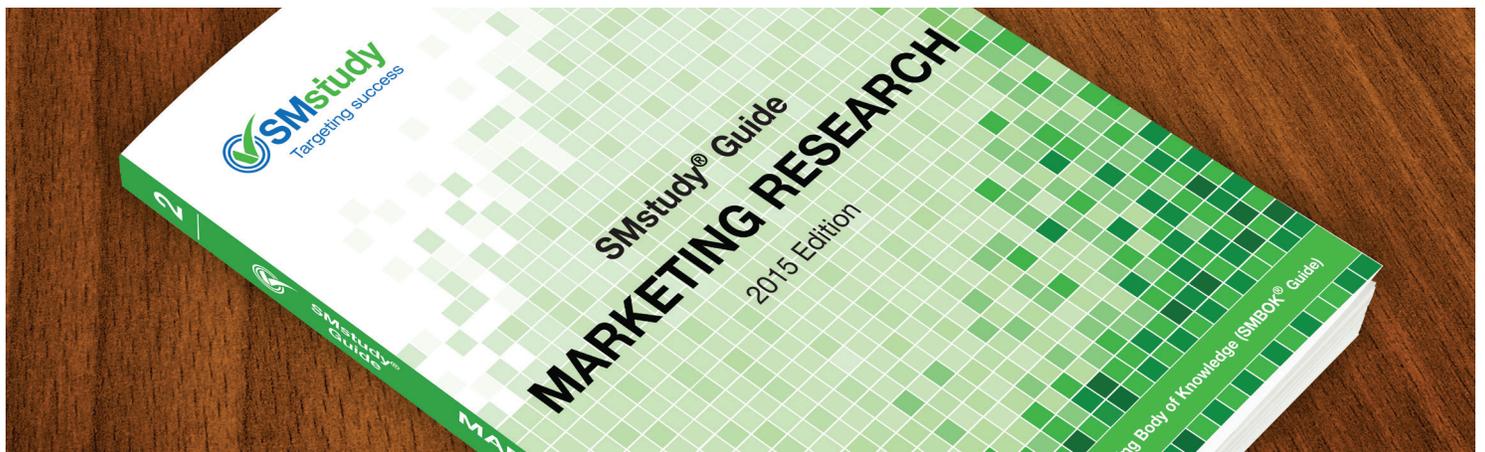
- Data Processing
- Data Analysis

### 5. Data Interpretation and Reporting

- Data Interpretation
- Reporting

### 6. Appendix

- Data
- Statistical Measurement of Data
- Probability
- Random Variables and Probability Distributions
- Sampling Distributions
- Method of Least Squares
- Analysis with Statistical Packages



## Certifications

SMstudy Marketing Research certifications include Associate, Professional, Specialist and Expert levels. 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 SCDM-A**  
Digital Marketing Associate

**SMstudy SCDM-P**  
Digital Marketing Professional

**SMstudy SCDM-S**  
Digital Marketing Specialist

**SMstudy SCDM-E**  
Digital Marketing Expert

**SMstudy SCEM-P**  
E-mail Marketing Professional

**SMstudy SCWA-P**  
Web Analytics Professional

**SMstudy SCSM-S**  
Search Marketing Professional

**SMstudy SCSMM-P**  
Social Media Professional

**SMstudy SCAFM-P**  
Affiliate Marketing Professional

**SMstudy SCSEO-P**  
SEO Professional

# Corporate Sales

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



## Syllabus

### 1. Introduction

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

### 2. Understand Sales Value Proposition and Determine Corporate Sales Channels

- a. Understand Sales Value Proposition
- b. Determine Corporate Sales Channels

### 3. Prepare Organization for Sales

- a. Plan Sales Governance
- b. Determine Sales Targets
- c. Create Marketing Assets
- d. Determine Sales Targets

### 4. Training for Corporate Sales

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

### 5. Sales Process-Prospecting

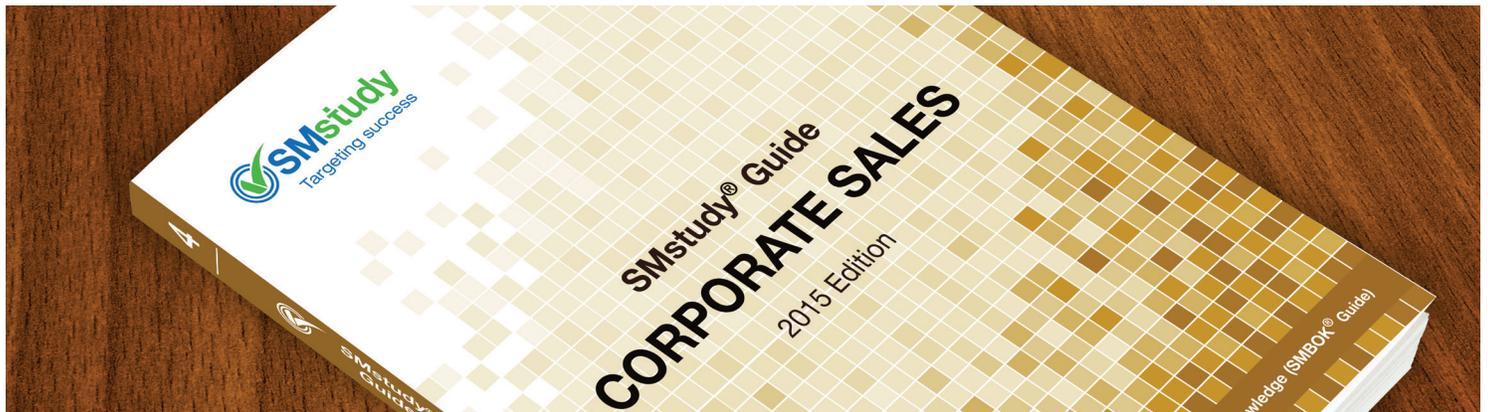
- a. Profile Target Customers and Decision Makers
- b. Lead Generation and Qualification

### 6. Sales Process-Conversion

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

### 7. 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 levels. Anyone interested in learning about Corporate Sales can earn these certifications.



# SMstudy Certification Overview

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



Certification Levels	Examination Format	Audience Profile	Prerequisites
<b>Expert Level</b>	<ul style="list-style-type: none"> <li>• Multiple choice</li> <li>• 180 questions</li> <li>• No negative marks for wrong answers</li> <li>• 240 minutes duration</li> <li>• Proctored online exam</li> </ul>	This certification is appropriate for Sales and Marketing professionals interested in becoming SMstudy certified Sales and Marketing Experts.	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 <i>SMstudy® Guide</i> before applying for the SMstudy® Expert level certification.
<b>Specialist Level</b>	<ul style="list-style-type: none"> <li>• Multiple choice</li> <li>• 140 questions</li> <li>• No negative marks for wrong answers</li> <li>• 180 minutes duration</li> <li>• Proctored online exam</li> </ul>	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 <i>SMstudy® Guide</i> .
<b>Professional Level</b>	<ul style="list-style-type: none"> <li>• Multiple choice</li> <li>• 100 questions</li> <li>• No negative marks for wrong answers</li> <li>• 120 minutes duration</li> <li>• Proctored online exam</li> </ul>	This certification is appropriate for anyone interested in becoming Sales and Marketing Professionals.	It is preferable to complete the SMstudy® Associate level certification and study the recommended processes from the <i>SMstudy® Guide</i> .
<b>Associate Level</b>	<ul style="list-style-type: none"> <li>• Multiple choice</li> <li>• 40 questions</li> <li>• One mark awarded for every right answer</li> <li>• No negative marks for wrong answers</li> <li>• 30 questions must be answered correctly to pass</li> </ul>	Anyone interested in learning more about Sales and Marketing can take this course and exam for free.	There is no formal prerequisite for this course.