

# CMO-C™ CHIEF MARKETING OFFICER - CERTIFIED™ PROGRAM FACT SHEET



## ABOUT CMO-C™ CHIEF MARKETING OFFICER - CERTIFIED™ TRAINING & CERTIFICATION PROGRAM

The CMO-C™ Chief Marketing Officer – Certified™ credential certification is a unique and cutting-edge management program for Marketing & Sales Executives, Leaders and Senior Managers who work in the Marketing & Sales industry and are eager to achieve successful Marketing management and execution. The CMO-C™ Chief Marketing Officer – Certified™ program is aimed at the present and next generation of Marketing & Sales Executives and Leaders, Senior Marketing Managers, and Marketing Leaders/Professionals working for dynamic companies and Governmental agencies who need to broaden their horizons in the field and dimensions of our complex and rapidly changing Marketing systems, applications and strategies.

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**DURATION: 5 Days | PRICE: \$24,999 (USD) per participant**  
**REGISTER & MAKE YOUR PAYMENT AT: <https://www.c-suiteinstitute.com/cmo-c>**  
**Phone: 1.855.400.3864 (toll free) | [info@c-suiteinstitute.com](mailto:info@c-suiteinstitute.com)**

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## CMO-C™ CHIEF MARKETING OFFICER – CERTIFIED™ CERTIFICATION REQUIREMENTS:

The CMO-C™ Chief Marketing Officer – Certified™ credential certification consists of 4 modules delivered over 5 days

### MODULE 1: FOUNDATIONAL

(a) Executive Marketing Leadership, (b) Executive Marketing Strategy & Policy, (c) Executive Marketing Decision Making, (d) Executive Marketing Oversight, (e) Executive Marketing Transparency (f) Executive Marketing Accountability, (g) Executive Marketing Planning & Execution, (h) Executive Accounting, Finance & Budgeting, (i) Executive Marketing Project Management (j) Executive Marketing Problem Solving

### MODULE 2: APPLIED

(a) Leading & Managing People, (b) Leading & Managing Change, (c) Leading & Managing Goals & Priorities, (d) Leading & Managing Communications, (e) Leading & Managing Culture & Cultural Dynamics, (f) Leading & Managing Negotiations (g) Leading & Managing Organizational Politics (h) Leading & Managing Innovation & Technology (i) Leading & Managing Customers & Suppliers (j) Leading & Managing Competitive Advantage, (k) Leading & Managing Risks & Uncertainty (l) Leading & Managing Quality (j) Leading & Managing Crisis (m) Leading & Managing Conflicts (n) Managing & Controlling Waste, Fraud, Abuse, Neglect & Negligence (o) Implementing Management Controls & Use of Efficient and Effective Control Processes (p) Leading & Managing Claims & Disputes (q) Developing, Training, & Retaining Talent & High Performance teams

### MODULE 3: FUNCTIONAL SPECIALIZATION/EXPERTISE

Advanced Marketing Management Topics

### MODULE 4: STRATEGY & EXECUTION

All CMO-C™s will complete the following:

Develop ‘My CMO-C Strategy & Execution Play Book™

To fulfill the CMO-C™ Chief Marketing Officer – Certified™ credential certification requirements, all participants must attend and complete all Modules 1, 2, 3 & 4 over five days.

There are no examinations given.

**The CMO-C™ Chief Marketing Officer – Certified™ program is given in the English language only**

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## CMO-C™ – INDUSTRIES SERVED & WHERE WE WORK:

CMO-C™ Chief Marketing Officer- Certified™s work in all Industries: Management Consulting; Transportation, Defense, HealthCare, Utilities, Energy & Nuclear Power, Oil & Gas; Telecommunications, Information Technology; Computer, Security, Heavy Construction; Aerospace; Aviation; Banking; Governments

## WHO MAY APPLY:

All Chief Marketing Officers (CMOs); Chief Design Officer; Chief Customer Officers, Chief Content Officers; Chief Brand Officers; Chief Digital Officers (CDOs); Chief Digital Transformation Officers (CDOs); Chief Product Officers; Chief Creative Officers; Chief Innovation Officers, Marketing Directors, Senior Marketing Managers, Sales Leads, Chief Project Managers, Webmasters, Senior Project Managers, Senior Technology Managers, Artists, Program Managers, Project Managers and Senior Design Engineers who work in all industries across all governments, commercial firms, private firms, organizations and international organizations/firms.

## 9 REASONS TO CHOOSE THE C-SUITE INSTITUTE™ EXECUTIVE PROGRAMS

All C-Suite Institute™ Executive education program modules utilize case studies to reinforce teaching, evoke independent analysis and research; and provoke deep thought and critical thinking among participants

- C-Suite Institute™'s Curriculum is Global Based & has International Perspective – Applicable across all major continents (Africa, Europe, Asia, Australia, Americas)
- Applied & Practical Insights related to your industry and C-suite/Executive functions
- Renowned Faculty – Our Professors hold Advanced/Graduate/Post Graduate Degrees, and have worked in or currently work in Executive level positions
- Diverse Participant Mix from all geographies across the Globe
- Participants work across the top 50 Industries (Industries range from Aerospace to Information Technology (IT) to Finance & Banking to Oil & Gas to Energy to Utilities and numerous more)
- Participants attend from Fortune 500 & Global 2000 companies; Governments (local, state, Federal, National) from around the world; and International organizations and firms such as UN, World Bank, IMF, NASA, ICAO and numerous more
- Participants attend from Major World Governments in G-8, G20 & BRICS countries
- Participants attend from Major sports organizations such as FIFA and UEFA

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