

CFMP Examination Outline

The knowledge areas below are the basis for the Certified Financial Marketing Professional (CFMP) examination. These knowledge areas were derived from a job analysis study of the financial marketing profession and were validated by the CFMP Advisory Board. Post-certification programs that address these knowledge areas are eligible for CFMP continuing education through the Institute of Certified Bankers.

I. Financial Principles (15%)

- A. Balance sheets, income statements, & ratios
- B. Asset/liability management
- C. Budgets
- D. Profitability

II. U.S. Laws & Regulations (15%)

- A. Loan products
- B. Deposit products
- C. Non-traditional products (e.g., investments, insurance, etc.)
- D. Promotions, Give-A-Ways, Sweepstakes
- E. Privacy considerations
- F. Corporate Governance
- G. Delivery Channels (e.g., internet, debit card, remote capture, branch, etc.)

III. Market Research (15%)

- A. Qualitative techniques
- B. Quantitative techniques
- C. Customer intelligence (e.g., demographics, psychographics, product usage, etc.)
- D. Competitive intelligence
- E. Market Analysis

IV. Characteristics of Marketing Plans (25%)

- A. Situation analysis
 - 1. External environment (e.g., economic, social, cultural, political & legal variables, SWOT, etc.)
 - 2. Internal environment (e.g., corporate culture, organizational structure, SWOT, etc.)
- B. Objectives
- C. Market segmentation, target marketing, customer relationship management
- D. Strategies
- E. Tactics
- F. Cost/benefit analysis and ROI
- G. Measurements, results and overall accountability

V. Marketing Components (30%)

- A. Promotion (e.g., sales promotion, media planning, merchandizing, direct mail marketing, email marketing, event/sponsorship marketing, etc.)
- B. Product characteristics
- C. Brand characteristics
- D. Pricing strategies (e.g., penetration, skimming, etc.)
- E. Delivery channel alternatives (traditional & nontraditional)
- F. Public Relations & Communications (e.g. media relations, social networking, employee relations, shareholder relations)
- G. Sales Support
- H. Ethics