



The Product Marketing & Product Management Experts™

Certification Overview

	280 Group & AIPMM (Association of International Product Marketing & Management)	280 Group and Blackblot (Product Manager's Toolkit™ methodology)
Description	Certification program that show mastery of core product management and product marketing concepts essential to managing the strategic and tactical efforts for a product or product portfolio. A certification that is not specific to any methodology.	Certification program that shows mastery in the areas of strategic product management, product planning, and product marketing. Based on the 280 Group and the Blackblot Product Manager's Toolkit™ (PMTK) methodology.
Objective	Demonstrate a thorough understanding of both theoretical and practical product management and product marketing management, including underlying concepts, principles and terminology.	Demonstrate an understanding of the entire product lifecycle and have the knowledge, skills, and tools to competently manage any product at any stage according to the PMTK methodology.
Exams and Certifications Offered	<ul style="list-style-type: none"> • Certified Product Manager (CPM™) • Certified Product Marketing Manager (CPMM™) 	<ul style="list-style-type: none"> • Blackblot Product Management Professional™ (BPMP) certification program: <ul style="list-style-type: none"> • BPMP in Product Management • BPMP in Product Planning • BPMP in Product Marketing
Topics Included	<ul style="list-style-type: none"> • Product Life Cycle • Products • Services • Branding • Strategy • Marketing Mix • Buyer • Value chain • Pricing • Product Launches • Product Roadmaps • Roles • Processes • Requirements 	<ul style="list-style-type: none"> • Marketing Strategies and Plans • Market Messaging Models • Market Requirements Management • Marketing Domain • Marketing Plans and Strategies • Product Delivery Process • Product Delivery Strategies • Product Management Roles and Goals • Product Marketing Methods • Product Planning Processes • Value Concept
Availability	Online exam. Take anywhere in the world.	Online exam. Take anywhere in the world.
Recommended Study Material	<ul style="list-style-type: none"> • 280 Group CPM Self Study Course. • Expert Product Management™ book. 	<ul style="list-style-type: none"> • Attendance at 280 Group PM Fast Track™ training with review of materials, support articles, & content retention tool.
Costs and Exam Study Options	<ul style="list-style-type: none"> • \$495 for both exams. Exams are included free of charge as part of CPM Self Study Course. Cost is \$1,295. 	<ul style="list-style-type: none"> • \$400 for all exams. The exams are free of charge to all students of the 280 Group PM Fast Track™ four-day, PMTK based, instructor-led, product management training course. Cost is \$2,495. Independent study via available materials.

For additional information please contact training@280group.com or call 1-408-834-7518.