

Certified Brand Manager®

About AIPMM

Founded in 1998, the Association of International Product Marketing and Management (AIPMM) is the leading global organization dedicated to advancing product and brand management. We provide comprehensive training, industry-recognized certifications, and professional networking to empower individuals and organizations worldwide.

Our mission is to set the gold standard for product management excellence across industries. As the creators of the Product Marketing and Management Body of Knowledge® (ProdBOK®), we ensure professionals have the expertise needed to drive innovation and success.

AIPMM serves as a unifying global body, supporting product managers, brand managers, and product marketing professionals throughout the entire product life cycle. Our certifications, including the Brand Management Certification, establish universal best practices, equipping professionals with proven frameworks and methodologies to build and sustain strong brands.

As the worldwide certifying authority, AIPMM remains committed to shaping the future of product and brand management through thought leadership, research, and cutting-edge education.

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Why Should I Consider an AIPMM Certification?

Earning an AIPMM certification means joining an elite group of product management and marketing professionals who are recognized for their expertise, strategic thinking, and leadership in the industry. Here's why an AIPMM certification stands out as the gold standard in product and brand management.

A Globally Trusted Authority

For over two decades, AIPMM has been the leading authority in product marketing and management, setting the benchmark for professional excellence worldwide. Our certifications are respected by top organizations across industries, ensuring that credential holders are recognized as highly skilled and knowledgeable professionals.

The Only Internationally Recognized Certification

AIPMM is the only organization in the world that offers internationally recognized certifications for product managers, product marketing managers, and brand managers. Our programs ensure a standardized level of expertise across different markets, industries, and business environments, giving professionals a competitive edge in the global job market.



Built on Industry Expertise & Real-World Knowledge

Our certifications are developed from the collective wisdom of top professionals across various industries. By integrating best practices, proven methodologies, and real-world case studies, AIPMM certifications equip you with practical, applicable knowledge that you can use to drive success in any business setting.

An AIPMM certification is more than just a credential—it's an investment in your career. Whether you're looking to enhance your skills, elevate your professional credibility, or advance to a leadership role, AIPMM provides the training, recognition, and community you need to thrive in today's fast-moving global marketplace.

Certified Brand Manager®

Develop

The AIPMM offers a rigorous certification program for the development of professionals who manage and market goods and services.

Recognize

Recognizing the need for a multidisciplinary approach, the AIPMM offers research and education programs led by multidisciplinary experts from around the world.

Connect

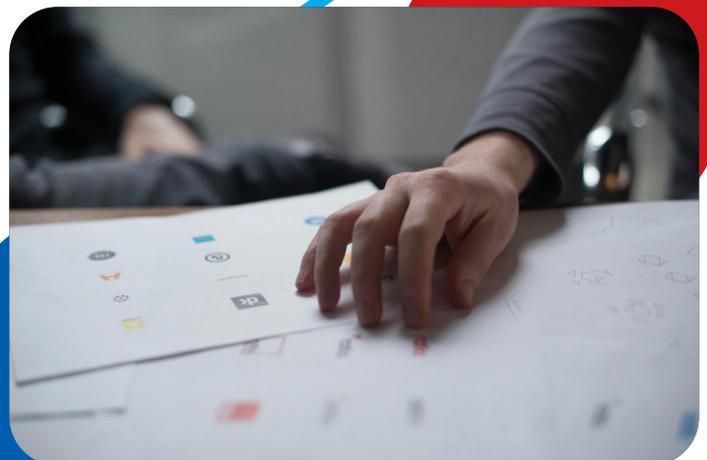
The AIPMM cultivates an unparalleled opportunity to learn and connect in a variety of cultural and social venues.

The CBM certification provides a comprehensive exploration of the multiple layers of brand development and management, equipping professionals with the expertise needed to build, strengthen, and sustain successful brands.

Throughout this certification program, participants will gain a deep understanding of the different levels of a brand, from its core identity and values to its visual representation, messaging, and customer perception. Each of these elements plays a crucial role in shaping brand equity and fostering strong, lasting relationships with customers.

By examining brand positioning, differentiation, and storytelling strategies, the CBM certification helps professionals craft compelling narratives that resonate with their target audience. Additionally, the program delves into the psychological and emotional connections that drive brand loyalty, teaching participants how to create meaningful experiences that keep customers engaged.

This certification also covers the practical application of brand management principles, including market research, competitive analysis, brand architecture, and reputation management. Whether you are establishing a new brand or strengthening an existing one, the CBM certification provides proven methodologies to ensure consistency, trust, and long-term success in an ever-evolving market.



By Becoming a Certified Brand Manager, You Will:

Earning your Certified Brand Manager (CBM) certification positions you as an expert in brand strategy, management, and execution. This certification equips you with the knowledge, skills, and tools needed to build, grow, and sustain a strong brand in today's competitive market. Here's what you'll gain:

Master the Core Responsibilities of a Brand Manager

Gain a comprehensive understanding of the roles and responsibilities of a brand manager, including how to effectively position, communicate, and manage a brand across its lifecycle. You'll learn how to develop brand strategies, oversee campaigns, and measure brand performance to ensure long-term success.

Develop Cross-Functional Expertise

As a Certified Brand Manager, you will learn how to navigate key organizational interfaces, collaborating with teams across marketing, sales, product development, and customer experience to ensure consistent brand messaging and alignment with business objectives.

Lay the Brand's Groundwork

Gain a deep understanding of how to anticipate and manage the growth of your brand with confidence. You'll be able to stay ahead of the curve, identifying opportunities for expansion while proactively addressing potential challenges.

Build Meaningful Customer Relationships

Explore the different levels of branding, from core brand values to customer experience, and discover how each element contributes to building trust, emotional connections, and long-term loyalty with your audience. You'll learn how to craft compelling brand stories, differentiate your brand from competitors, and create experiences that resonate with your customers.

By becoming a Certified Brand Manager, you'll gain a competitive edge in your career, demonstrating to employers and stakeholders that you have the expertise to manage, grow, and protect one of a company's most valuable assets—its brand. Whether you're looking to advance your career, transition into brand management, or strengthen your existing brand strategy skills, this certification will give you the confidence and credentials to succeed.

Credentials That Demonstrate Skills

The Certified Brand Manager (CBM) certification serves as a powerful testament to a professional's expertise in brand management, demonstrating proficiency across key areas essential for building, maintaining, and growing a successful brand.

Holders of this credential possess the knowledge and ability to execute the core responsibilities of a brand manager, effectively overseeing a brand's strategy, positioning, and market presence. They are equipped to draft a comprehensive brand architecture and manage a brand portfolio, ensuring alignment between various products, sub-brands, and extensions to create a cohesive brand ecosystem.

A Certified Brand Manager is skilled in articulating a clear and compelling brand identity, establishing the values, personality, and messaging that define how a brand is perceived by consumers. This expertise extends to strategic brand positioning, ensuring that the brand occupies a distinct and valuable place in the market relative to competitors.

Through a deep understanding of the marketing mix, including product strategy, pricing, distribution channels, and promotional tactics, certified professionals can effectively leverage marketing efforts to strengthen brand presence and drive customer engagement. Additionally, they are adept at integrated marketing communications, coordinating messaging across multiple platforms to create a seamless and impactful brand experience.

An essential component of brand management is the ability to measure brand equity, assessing factors such as brand awareness, customer loyalty, and perceived value to ensure the brand continues to resonate with its audience. Lastly, Certified Brand Managers are trained in developing and maintaining a brand's long-term success, implementing strategies that foster brand growth, consistency, and adaptability in an evolving marketplace.

By mastering these fundamental aspects of brand management, professionals with the Certified Brand Manager credential establish themselves as strategic leaders capable of driving brand success in any industry



The CBM Matters

It Matters to You

With the CBM certification, you will increase your effectiveness as a brand manager and enrich yourself with innovative branding techniques that can be used across any industry

- Demonstrate competence in the principles and practices of industry-standard brand management practices
- Certification offers financial benefits — it positively impacts your salary — and helps you stand out and better market yourself to prospective employers

It Matters to the Company

The CBM certification demonstrates to your customers, company, suppliers, staff and investors that you use industry-standard brand management practices

- Increase your team's skill sets and effectiveness
- Ensure planning efforts are geared towards profitability and the voice of the customer

It Matters to Your Customers

The CBM certification gives you the knowledge to strengthen your brand for the purpose of developing and maintaining deeper, longer lasting relationships with customers

- Provides employees with a widely -respected credential
- Is an invaluable mark for successful selection and hiring of brand manager candidates

Certified Brand Manager Course Outline

Section 1: Introduction To Brand

This course begins with providing a concise overview of the relationship between the customer and the brand, introducing key concepts such as Customer-Based Brand Equity, brand awareness, and brand image.

Section 2: Brand Planning

The section begins with the foundational elements of brand development, offering an in-depth exploration of brand architecture, positioning, portfolios, and extensions.

Section 3: Brand Marketing

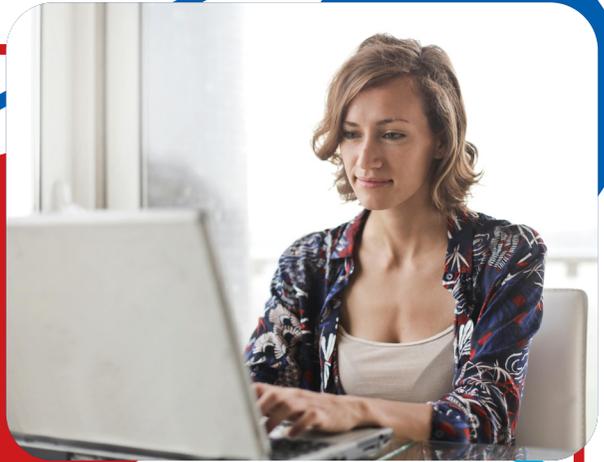
With a focus on the brand value chain, you will learn how to strategically select brand elements and design effective marketing programs. This includes insights into digital and social media marketing, as well as best practices for global branding.

Section 4: Assessing Brand Performance

This section covers both qualitative and quantitative techniques, along with comparative methods, to assess your brand's market performance.

Section 5: Growth and Maintaining Brand Equity

To maintain brand relevance, it is essential to research and measure brand equity continuously. This section provides the tools and strategies necessary for effective brand evaluation and management.



Certified Brand Manager Alumni



73%

The CBM certified exam has a pass rate of 73%