Sales and Marketing Leadership Certificate
Certified Sales and Marketing Leader (CSML)

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Course Details

Course Title	**Sales and Marketing Leadership Certificate**
Course Description	The Sales and Marketing Leadership Certificate is an academic certificate program demonstrating expertise and knowledge upon passing the entire set of quizzes and exams. Quizzes and exams are all multiple choice and provide the opportunity for students to retake as necessary with a passing score of 85% or greater demonstrating mastery. An overall score of 95% or better will be noted on certificate as Distinction. The Certified Sales and Marketing Leader is a certification exam that can be taken independent of the Advanced Digital Marketing Strategist Certificate program. The CSML ™ certification is a 4 hour, 200 question multiple choice proctored exam covering the content in the Advanced Digital Marketing Strategist Certificate program. The proctored certification exam upon passing with a score of 75% or greater indicates certifying the knowledge and expertise in applying the knowledge professionally. The certification allows the use of the CSML ™ credential for 5 years before renewing and a certification certificate.
Credit Hours	For each module, plan 90 minutes to read each chapter and 30 minutes for notes and review. Don't forget extra time for quizzes and exams, including retakes for practice. • 149 chapters: 120 minutes per chapter (90 minutes reading + 30 minutes review) totals 298 hours. • Chapter quizzes: 45 minutes each, with retakes for practice, adds up to 223.5 hours. • Final exams for 11 modules: 10 exams at 2 hours each and 1 exam at 1 hour, totaling 42 hours with practice and retakes. In total, you'll need about 563.5 hours: 298 hours for reading and review, 223.5 hours for quizzes and retakes, and 42 hours for final exams.

Module Textbooks

Textbooks used for the Sales and Marketing Leadership Certificate include all support materials, expert session videos, PowerPoint slides, and eBooks. The Advanced Digital Marketing Strategist Certificate program has 10 full modules and 1 micro-module.

#	Module	Details
1	Advertising	TBD words with 16 quizzes (45 minutes each) and 1 final exam (2 hours)
2	Brand Management & Strategy: Building & Sustaining a Valuable Brand	70,998 words with 17 quizzes (45 minutes each) and 1 final exam (2 hours)
3	Consumer Behavior	73,790 words with 15 quizzes (45 minutes each) and 1 final exam (2 hours)
4	Marketing Analytics	76,559 words with 15 quizzes (45 minutes each) and 1 final exam (2 hours)
5	Marketing Management Today	76,539 words with 11 quizzes (45 minutes each) and 1 final exam (2 hours)
6	Modern Marketing Principles	110,470 words with 16 quizzes (45 minutes each) and 1 final exam (2 hours)
7	Market Research	89,604 words with 12 quizzes (45 minutes each) and 1 final exam (2 hours)
8	Professional Selling	56,913 words with 13 quizzes (45 minutes each) and 1 final exam (2 hours)
9	Advanced Selling and Sales Management	57,430 words with 12 quizzes (45 minutes each) and 1 final exam (2 hours)
10	Social Media Marketing	45,528 words with 19 quizzes (45 minutes each) and 1 final exam (2 hours)
11	AI in Marketing	Word count TBD with 3 quizzes (45 minutes each) and final exam 1 hour (25 questions) (Micro-module)

Module 1: Advertising
2024 Edition by Sheehan & Russell, Publisher: Stukent

Welcome to one of the most fun, dynamic, fast, frustrating, and stressful industries in the world. You will learn the basics of the ad business and what advertising professionals, advertising agencies, and brand marketers strive to do. You will learn the basics of this industry and get the opportunity to further understand advertising.

Learning Objectives:
- ✓ Understand advertising's role in marketing: its strengths, weaknesses, and how to maximize the impact of advertising you create.
- ✓ Gain a thorough understanding of how advertising is created, placed, and how success is measured.
- ✓ Develop a critical and discerning eye toward the very best in advertising and translate that into the ability to develop and present great work.
- ✓ Consider your ethical boundaries and communicating with people with very different cultures, beliefs, and values than your own.

Chapters / Units:
- Chapter 1: The Business of Brands
- Chapter 2: The Basics of Marketing
- Chapter 3: Advertising as a Marketing Tool
- Chapter 4: Legal and Ethical Challenges in Advertising
- Chapter 5: How Communications Work
- Chapter 6: The Advertising Development Process
- Chapter 7: The Problem, Planning, and Research
- Chapter 8: Strategy Development
- Chapter 9: Media Planning and Buying
- Chapter 10: Creative Development
- Chapter 11: Production
- Chapter 12: Evaluating Effectiveness
- Chapter 13: Selling Your Work
- Chapter 14: Building Brands Globally
- Chapter 15: Best Advertising Creators in the World
- Chapter 16: What's Next?

Module 2: Brand Management & Strategy: Building & Sustaining a Valuable Brand
2024 Version from Terry Sullivan, Publisher: Stukent

Branding and brand management is a continually evolving discipline and there has never been a more exciting time to learn about this topic. Branding has never been more important or more debated than it is right now. This module will teach you new concepts, help you think critically, and allow you to apply that knowledge through valuable readings and assessments.

Learning Objectives:
- ✓ Differentiate between marketing management and brand management
- ✓ Recognize the importance of brand strategy and how it underpins everyday marketing
- ✓ Discern how brands utilize a variety of concepts to direct the brand in a strategic way
- ✓ Determine how companies achieve brand relevance and its importance to brand loyalty
- ✓ Articulate how and why brand elements support brand strategy
- ✓ Recognize how customer experience differs from brand experience
- ✓ Explain why engagement and satisfaction matter more than ever
- ✓ interpret how consumer expectations affect digital brand management decision-making
- ✓ Explain the importance of value creation through brand innovation
- ✓ Identify the importance of internal branding to innovation, new product development, and employee retention
- ✓ Measure brand performance
- ✓ Apply brand management knowledge to foreign market entry

Chapters / Units:

- Chapter 1: Introduction
- Chapter 2: Purpose
- Chapter 3: Strategy
- Chapter 4: Directing the Brand
- Chapter 5: Receiving the Brand
- Chapter 6: Identity and Elements
- Chapter 7: Experience
- Chapter 8: Communications
- Chapter 9: Digital
- Chapter 10: Value
- Chapter 11: Innovation
- Chapter 12: Brand Types
- Chapter 13: Architecture
- Chapter 14: Internal Brand
- Chapter 15: Measurement and Performance
- Chapter 16: Global
- Chapter 17: Small Business vs. Big Company

Module 3: Consumer Behavior

2024 Version from Radhika Duggal, Publisher: Stukent

Each of us is an active consumer in everyday life, purchasing everything from groceries to clothing to spring break vacations and college educations. However, our individual personalities and characteristics dictate that no two consumers are alike: we make unique choices, which makes it challenging for marketers to create coherent marketing strategies regardless of similarities within target markets. In this module, we will examine how and why consumers behave the way they do and the practical marketing implications of that behavior.

Learning Objectives:
✓ Develop a deeper understanding of consumer behavior by learning about relevant psychological and sociological theories
✓ Identify how those theories can be used to impact marketing strategies
✓ Create and understand impactful messaging to customers.

Chapters / Units:
- Chapter 1: Introduction to Consumer Behavior
- Chapter 2: Consumer Needs, Motivations, and Goals
- Chapter 3: Consumer Perception
- Chapter 4: Consumer Learning
- Chapter 5: Consumer Personalities
- Chapter 6: Consumer Attitude Formation and Change
- Chapter 7: Individual Decision Making
- Chapter 8: Reference Groups and Word of Mouth
- Chapter 9: Persuading Consumers through Messaging
- Chapter 10: Influencing the Buying Process
- Chapter 11: Creating Brand Loyalty
- Chapter 12: Connecting Innovation to Consumer Behavior
- Chapter 13: Cross-cultural Variations in Consumer Behavior
- Chapter 14: Impact of Technology on Consumer Behavior
- Chapter 15: Consumer Behavior and the Regulatory Environment

Module 4: Marketing Analytics
2024 Version from Brennan Davis

Marketing analytics is a broad field and too many students lack the necessary foundation to compete in the job market. Companies report a significant skills gap between marketing students and the roles they are hired to fill. The Marketing Analytics module hones in on this gap and gives students a more complete vision of the core concepts and practices throughout this diverse field.

Learning Objectives:
- ✓ Demonstrate an understanding of the processes and techniques of marketing data collection, analysis, and visualization.
- ✓ Explain and apply the logic of optimization and attribution in marketing analytics.
- ✓ Explain the terminology and tools of marketing analytics.
- ✓ Apply the practical tools and techniques of marketing analytics.
- ✓ Understand the roles of data technologies, data management systems, and data visualization in marketing.
- ✓ Study and practice programming tools and structured query language.
- ✓ Engage in social listening and content analysis.
- ✓ Understand artificial intelligence, machine learning, and deep learning.
- ✓ Run field experiments in digital environments, including A/B testing.
- ✓ Understand marketing mix models.

Chapters / Units:

- Chapter 1: An Overview of Marketing Analytics
- Chapter 2: Foundational Marketing Analytic Tools
- Chapter 3: Data Technologies
- Chapter 4: Accessing Marketing Data Using Structured Query Language
- Chapter 5: Marketing Data Platforms
- Chapter 6: Extracting Meaning from Data on the Web
- Chapter 7: The Analytics of Segmentation, Targeting, and Positioning Using Cluster Analysis
- Chapter 8: A/B Testing
- Chapter 9: Experimental Design in the Digital Age
- Chapter 10: Artificial Intelligence
- Chapter 11: Data Visualization
- Chapter 12: Marketing Analytics Metrics
- Chapter 13: Analyzing the Results of A/B Tests and Experiments using T-Tests and ANOVA
- Chapter 14: Marketing Mix Models Using Regression
- Chapter 15: Moderation in Marketing Mix Models Using Spotlight and Floodlight Analysis

Module 5: Marketing Management Today
2024 Version from Terry Sullivan, Publisher: Stukent

Marketing is a continually evolving discipline, and there has never been a more exciting time to learn about marketing. From strategy to creative and everything in between, marketing has something for everyone. This module will teach you new concepts, help you think critically, and allow you to apply knowledge through a number of valuable readings and assessments.

Learning Outcomes:

- ✓ Understand the key concepts of e-commerce, digital business, and transformation in today's disruptive business climate
- ✓ Practice thinking from both the perspective of a customer and of a company.
- ✓ Understand how branding is internally driven, why brands resonate with customers, and how brands create value for companies.
- ✓ Distinguish customer types; think like a customer as well as a marketer; and apply concepts such as Customer Lifetime Value (CLV) and Customer Acquisition Cost (CAC), among others.
- ✓ Learn why some products succeed while most fail, how product development and product marketing are different, and the symbiotic relationship between customers and products.
- ✓ Recognize differences among the myriad communications tools available to marketers and how they are affected by different customer types.
- ✓ Identify the intersection between marketing and technology — with a focus on data-driven businesses and the marketing function.

Chapters / Units:

- Chapter 1: Introduction
- Chapter 2: Branding from the Customer Perspective
- Chapter 3: Branding from the Company Perspective
- Chapter 4: Customers from the Customer Perspective
- Chapter 5: Customers from the Company Perspective
- Chapter 6: Products from the Customer Perspective
- Chapter 7: Products from the Company Perspective
- Chapter 8: Communications from the Customer Perspective
- Chapter 9: Communications from the Company Perspective
- Chapter 10: Technology from the Customer Perspective
- Chapter 11: Technology from the Company Perspective

Module 6: Modern Marketing Principles
2024 Version from Wilson & Rackley, Publisher: Stukent:

This module offers insights into the marketing of products, services, and ideas. It presents marketing essentials for operating in small businesses, corporate settings, and not-for-profit organizations. The module deals with the central focus of marketing, which is the exchange of value between people and organizations.

Learning Objectives:
- ✓ Discuss real-world applications for email and explain why email is used
- ✓ Describe the marketing mix and how the elements of the 7 Ps function together to differentiate a product or service
- ✓ Explain consumer and buyer behavior in terms of basic models, information processing, decision making, and adoption
- ✓ Clarify the key elements of marketing research, including segmentation, basic steps, and method trade-offs
- ✓ Describe the different strategies for branding and recognize how to map out a cohesive branding strategy for a company
- ✓ Explain the key issues associated with each component of the promotional mix, including advertising, personal selling, sales promotion, and publicity
- ✓ Clarify the way that channels of distribution are designed, including types of structure and the role of logistics
- ✓ Demonstrate the pricing of goods and services using key concepts such as supply and demand, elasticity, pricing strategies, and break-even point analysis
- ✓ Recognize and organize the information needed for the construction of a strategic marketing plan, including SWOT analysis, and environmental scanning

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Chapters / Units:
- Chapter 1: Introduction to Marketing
- Chapter 2: Marketing Research
- Chapter 3: Segmentation and Target Marketing
- Chapter 4: Positioning
- Chapter 5: The Buyer Behavior Process
- Chapter 6: Introduction to Product Management
- Chapter 7: Services Marketing
- Chapter 8: Brands and Brand Management
- Chapter 9: Retail
- Chapter 10: Pricing Products and Services
- Chapter 11: Promotions Overview and Focus on Advertising
- Chapter 12: Digital Marketing and SEO
- Chapter 13: Social Media Marketing
- Chapter 14: Distributing Products
- Chapter 15: The Marketing Environment
- Chapter 16: The Marketing Plan and Analytics Process

Module 7: Market Research Essentials

2024 Version from Steven Stromp, Publisher: Stukent

Understanding how to properly conduct market research is a fundamental part of any marketing strategy. In this course, students will learn the process of conducting market research from start to finish, including how to effectively present and communicate the results. With the need for professionals in market research increasing each year, students will be prepared for the industry as they go through this course.

Market Research Essentials takes an in-depth look at each step in the market research process. Students will get a clear understanding of how to conduct primary and secondary research, how to analyze the data, and much more.

Learning Objectives:
- ✓ Analyze requests for proposals to determine research methodologies.
- ✓ Identify key findings from secondary and primary research.
- ✓ Build moderators' guides for focus groups.
- ✓ Create survey instruments for gathering primary data.
- ✓ Calculate sample size estimates and identify sampling techniques.
- ✓ Select a sampling plan for data collection.
- ✓ Categorize open-ended survey responses using a code list.
- ✓ Identify study limitations based on a client's target market and demographic survey responses.
- ✓ Select visuals for quantitative and qualitative survey data.
- ✓ Evaluate cross-tabulations to identify segment differences.

Chapters / Units:

- Chapter 1: The Purpose of Market Research
- Chapter 2: Defining the Research Objective
- Chapter 3: Internal Secondary Research
- Chapter 4: External Secondary Research
- Chapter 5: Qualitative Primary Research
- Chapter 6: Quantitative Primary Research
- Chapter 7: Quantitative Primary Research Application
- Chapter 8: Sampling Techniques
- Chapter 9: Fielding Studies
- Chapter 10: Descriptive Data Analysis
- Chapter 11: Inferential Data Analysis
- Chapter 12: Communicating Results

Module 8: Professional Selling
2024 Version from B.J. Allen and Donald Kelly, Publisher: Stukent

The purpose of this module is to prepare you for a career in professional selling. Every year thousands of new college graduates enter a career in sales and only a small fraction of those recent graduates has received formal training. To help you prepare for your selling career, this class will provide you with the skills necessary to hit the ground running when you begin a professional selling job. The E-textbook concentrates on helping you develop selling skills.

Selling is a skill. While good interpersonal abilities and friendly personality can help, selling is much more than just being a good people person, and this module will teach you how to develop these skills. Similarly, this module focuses on professional selling, usually within a business-to-business context. While many of the skills are transferable to other selling situations (e.g., door-to-door sales), this course is focused on corporate-based selling, such as selling corporate software or managing channel relationships (e.g., General Mills selling to Walmart).

Learning Objectives:
✓ Students will learn the day-to-day operations of being a salesperson, such as planning and setting goals, and the possible careers within professional selling.
✓ Students will learn how to strategically manage customers through customer analytics.
✓ Students will learn how to manage the salesperson's own performance through KPIs (Key Performance Indicators).
✓ Students will learn how to prospect new customers using methods such as phones, video emails, and social media.
✓ Students will learn how to meet customer needs through asking effective questions, resolving concerns, and creating individualized value.
✓ Students will learn how to give product demonstrations and create product proposals.
✓ Students will learn how to negotiate effectively, close deals, and manage customers' post-purchase through account management.

Chapters / Units:

- Chapter 1: What is Professional Selling?
- Chapter 2: Mentality of Successful Sellers
- Chapter 3: Planning and Goal Setting
- Chapter 4: Strategic Sales Management and Analytics
- Chapter 5: Understanding Prospective Customers
- Chapter 6: Traditional Prospecting Methods
- Chapter 7: Digital Prospecting and Social Selling
- Chapter 8: Discovery Meetings With Prospective Customers
- Chapter 9: Creating Individualized Customer Value
- Chapter 10: Demonstrations and Proposals
- Chapter 11: Closing the Deal
- Chapter 12: Maintaining and Utilizing Customer Relationships
- Chapter 13: Improving Selling Skills

Module 9: Advanced Selling and Sales Management
2024 Version from B.J. Allen and Donald Kelly, Publisher: Stukent

The purpose of this module is to teach you advanced professional selling skills and prepare you for a career in managing sales teams. While the course is designed for students with some basic sales knowledge, it is okay if you don't have experience as the course will still provide you with foundational sales knowledge some of this may be acquired in the previous module as this module builds on the previous module.

Selling is much more than just being a good people-person, and this course will teach you how to develop the abilities you need to be both a good seller and a good manager of sales teams.

Learning Objectives:
- ✓ How to manage the sales process and move customers through the sales pipeline
- ✓ How to strategically manage customers through customer analytics
- ✓ The different strategies for landing large, medium, and small accounts
- ✓ The leading sales methodologies, such as Challenger Sales and SPIN Selling
- ✓ How to sell using virtual platforms (e.g., Zoom)
- ✓ How to utilize prospecting strategies, such as video email and social selling
- ✓ How to manage a sales team through compensation, coaching, training, and sales meetings
- ✓ How to develop strategies for selling internationally

Chapters / Units:
- Chapter 1: Foundations of Professional Selling
- Chapter 2: The Sales Process
- Chapter 3: Selling Analytics and Research
- Chapter 4: Landing Large Accounts
- Chapter 5: Asking Questions and Sales Methodologies
- Chapter 6: Resolving Customer Concerns
- Chapter 7: Closing and Negotiations
- Chapter 8: Virtual Sales Meetings
- Chapter 9: Lead Generation and Social Selling
- Chapter 10: Sales Management: Hiring and Managing a Sales Team
- Chapter 11: Sales Management: Motivating and Coaching Sellers
- Chapter 12: Sales Management: International Selling

Module 10: Social Media Marketing

2024 Version from Stephen & Bart, Publisher: Stukent

Social media is changing how business is done around the world in almost every industry. The marketing and business worlds are undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded consumers, and it has also opened up numerous new communication channels available for marketers and brands to connect with current and potential customers. This module is designed to help you understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital/social/mobile marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

Note that this module is NOT about specific online social media platforms that you may know well from a user perspective (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will of course be discussed, it is important to know in advance that this module is not solely about these platforms. The intention is to broaden your perspective, not narrow your thinking by focusing on just a few platforms that happen to be important now. The emphasis of this module is instead on understanding consumers' social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness. Also, since social media is heavily technology-driven, we will cover some relevant related aspects in digital marketing more broadly, including emerging topics in electronic commerce and mobile marketing.

Learning Outcomes:
- ✓ Understand what social media is and how this new type of media and communications technology influences how business and marketing is done
- ✓ Understand key principles of "connected consumers" from psychological and sociological perspectives, and how these principles can be leveraged when developing social media marketing strategies
- ✓ Develop skill in using the predominant social media tools currently available for business/marketing communication
- ✓ Discover innovative uses for social media in a variety of business areas and processes (e.g., new product development and service management)
- ✓ Understand how to use various social media channels to publish and disseminate relevant branded content in order to engage consumers and to increase social impact, influence, and value
- ✓ Develop a strategic plan for identifying opportunities for using social media in a company

Chapters / Units:

- Chapter 1: Social Media Revolution
- Chapter 2: Connected Customers and Social Interactions
- Chapter 3: Social Media Audit
- Chapter 4: Social Media Metrics
- Chapter 5: Strategic Usage of Social Media and Strategy Planning
- Chapter 6: Managing Social Media Communications and Planning Cycles
- Chapter 7: Designing Content for Social Media Communications
- Chapter 8: Using Paid Social Media – Advertising on Social Media Platforms
- Chapter 9: Using Earned Social Media – Seeding and Viral Marketing
- Chapter 10: Marketing Research Using Social Media
- Chapter 11: New Product Development and Launches Using Social Media
- Chapter 12: Managing Customers Using Social Media
- Chapter 13: Case Study – Digital Transformation at Disney World
- Chapter 14: Case Study – America Eagle Outfitters Skinny Skinny Jeans
- Chapter 15: Case Study – Imagine Dragons and their Superfans
- Chapter 16: Case Study – Beyonce
- Chapter 17: Case Study – MountainDew and Flavor Crowdsourcing
- Chapter 18: Case Study – Delta Airlines and @DeltaAssist
- Chapter 19: Case Study – E2 Kickstarter

Module 11: AI in Marketing: Micro Module
2024 Version from Christina Kalberg, Publisher: Stukent

In this module, you will learn the latest AI application to digital marketing and the implications of using AI to maximize outcomes and evolution if decision making with AI.

Learning Objectives:
- ✓ Identify the four Large Language Model (LLM) prompt types – text-to-text, text-to-visual, text-to-video, and text-to-audio
- ✓ Apply the appropriate rules of engagement in real-world GenAI scenarios
- ✓ Evaluate GenAI outputs in a real-world scenario using best practices for ethical decision-making
- ✓ Revise generative AI outputs for accuracy, bias, and misinformation
- ✓ Create a variety of marketing and business materials using GenAI

Chapters / Units:
- Chapter 1: What is GenAI?
- Chapter 2: Ethical Decision-Making in AI
- Chapter 3: Prompt Pattern Strategies for Marketing with AI Tools

Chapter Quizzes 1-3: Randomized 20 multiple choice questions (MCQ) – minimum pass score (MPS) = 85%.
Each quiz is lockdown browser and provided 45 minutes to compete.

Module 11 Exam (Covers Chapters 1-3): Randomized 25 Multiple Choice Questions – minimum pass score = 85%.
Lock down browser exam provides 1 hour to complete.

Students may retake the quizzes and exams as necessary to practice applying the knowledge and improving mastery. The highest score is retained based on learner attempts. All quizzes and exams are multiple choice questions that are randomly selected from a pool of questions, time limited, and utilize locked down browser security.

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