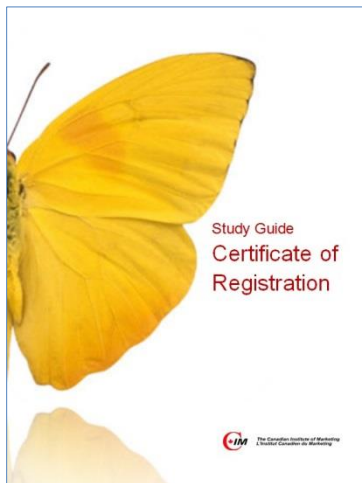


C of R Study Guide updated



The Study Guide for challenging the oral and written exams for the Certificate of Registration and privilege to use the post nominal RPM (Registered Professional Marketer) has been updated.

The exam dates are November 14, 2015 for the written exam and November 21, 2015 for the oral. The text book used to draft the exam questions is: Lamb, C., Hair, Jr., J., McDaniel, C., Kapoor, H., & Appleby, R. (2011). MKTG (2nd ed.). Toronto, Ontario: Nelson.

To view and download the study guide, go to

<http://www.professionalmarketer.ca/Portals/0/RPM/C%20of%20R%20Study%20Guide%202015.pdf>

If you are considering challenging the exam, contact Registrar, Shiv Seechurn, MCInst.M., RPM at Shiv.Seechurn@ProfessionalMarketer.org, or any other member of council (<http://www.professionalmarketer.ca/Contact.aspx>)