

Marketing Sample List of Existing Credentials
(Includes licenses, education and industry certificates, and postsecondary degree options)
Updated: September 22, 2011

NCTEF/NASDCTEc does not endorse any of the listed licenses, certificates or degrees.

Education and Industry Licenses		
Title/Type/Descriptor of Licensing Program	Licensing Organization	Source for Contact Information
Cashiers and Checkers	States, Commonwealths, and Territories, Government Agencies	http://www.careerinfonet.org/ Click Career Tools and search under Licensed Occupations by specific Marketing occupations, by state, or by agency
Demonstrators and Product Promoters		
Interior Designers		
Public Relations Specialists		
Real Estate Appraisers, Assessors, Brokers and Sales Agents		
Rental and Counter Clerks		
Retail Salesperson and Associates		
Sales Representatives		
Telemarketers		
Traffic, Shipping, and Receiving Clerks		

Education and Industry *Certificates*

Title/Type/Descriptor of Certification Program	Issuing Organization	Source for Contact Information
<p>General Certification</p> <ul style="list-style-type: none"> • A*S*K Concepts of Entrepreneurship and Management Certification • A*S*K Concepts of Finance Certification • A*S*K Fundamental Business Concepts Certification • A*S*K Fundamental Marketing Concepts Certification • Professional Certified Marketer (PCM) • Certificate in Marketing Communications • Introductory Certificate in Marketing • Professional Diploma in Marketing • Professional Postgraduate Diploma in Marketing • Accredited Business Communicator (ABC) • The ISO 20252 • Professional Bookkeeper 	<ul style="list-style-type: none"> • Institute for the Assessment of Skills and Knowledge of Business • American Marketing Association • The Chartered Institute of Marketing • International Association of Business Communicators • ESOMAR (standards for market, opinion and social research) • American Institute of Professional Bookkeepers 	<p>http://www.askinstitute.org/</p> <p>http://www.marketingpower.com/</p> <p>http://www.cim.co.uk/home.aspx</p> <p>http://www.iabc.com/</p> <p>http://www.esomar.org/</p> <p>http://www.aipb.org/</p>
<p>Advertising Clerks and Agents</p> <ul style="list-style-type: none"> • Certified Professional Services Marketer 	<ul style="list-style-type: none"> • Society for Marketing Professional Services 	<p>www.careertools.org Search under <i>Certification Information</i> by Marketing, Sales and Service occupations</p>

<p>Auctioneers</p> <ul style="list-style-type: none"> • Accredited Auctioneer Real Estate, Certified Auctioneers Institute, Graduate Personal Property Appraiser 	<ul style="list-style-type: none"> • Auction Marketing Institute 	
<p>Researchers</p> <ul style="list-style-type: none"> • Professional Researcher Certification: Expert, Practitioner, and Associate • Certificate in Interviewing Skills • Certificate in Market & Social Research • Diploma in Market & Social Research Practice 	<ul style="list-style-type: none"> • Marketing Research Association (MRA) • MRS/City & Guilds 	<p>http://www.mra-net.org/</p> <p>http://www.mrs.org.uk/qualifications/city_guilds.htm</p>

E-Commerce Marketing Specialists/Workers

- E-Commerce Implementation Certification
- e-Biz+
- Certified E-Commerce Consultant, Certified E-Marketing Administrator and Analyst, Certified Internet Commerce Consultant, Certified Web Page Manager and Analyst
- Certified Web Professional – E-Commerce Specialist, Certified Web Professional – Site Designer, Master Certified Web Professional – Designer
- E-Commerce Certified Professional, Windows 2000 E-Commerce Certified Professional
- NACSE Certified E-Commerce Specialist, NACSE Certified E-Commerce Technician
- iGeneration Internet Business Strategist, iGeneration Visual Designer

- Brainbench
- Computing Technology Industry Association
- Institute of Certified E-Commerce Consultants
- International Webmasters Association
- Learning Tree International
- National Association of Communication Systems Engineers
- iGeneration

www.brainbench.com

www.comptia.org
www.icecc.com

www.iwanet.org

www.learningtree.com

www.nacse.com

<ul style="list-style-type: none"> • Master Certified Internet Webmaster (CIW) Designer • WOW Certified E-Commerce Manager, WOW Certified Professional Web Designer, WOW Certified Web Designer Apprentice • Certified Photoshop Graphics Designer/Master Photoshop Graphics Designer • Search Engine Marketing (SEMC) • Certificate in Direct Marketing • Certified eMarketer (CeM) • Certified eMarketing Associate (CeMA) • Adobe Certified Associate (ACA) 	<ul style="list-style-type: none"> • ProsoftTraining • World Organization of Webmasters • ECertifications • The Direct Marketing Association • eMarketing Association • Adobe 	<p>www.webprofessional.org</p> <p>http://www.the-dma.org/index.php</p> <p>http://www.emarketingassociation.com/</p> <p>http://www.adobe.com/support/certification/</p>
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<p>Entrepreneurs</p> <ul style="list-style-type: none"> • IEA Certification • Certified Entrepreneurship Instructor 	<ul style="list-style-type: none"> • International Entrepreneur Association • YoungBiz – A Kidsway Co. – EDGE University • Consortium for Entrepreneurship Education 	<p>www.youngbiz.com http://www.entre-ed.org/</p>
<p>Fashion Designers</p> <ul style="list-style-type: none"> • Certificate • Pre-professional Certification in Fashion, Textiles, and Apparel 	<ul style="list-style-type: none"> • Career Technical Schools • American Association of Family and Consumer Sciences (AAFCS) 	<p>www.aafcs.org/prepac</p>
<p>Floral Designers</p> <ul style="list-style-type: none"> • AIFD Member • Professional Floral Communicators International (PFCI), Member of the American Academy of Floriculture (AAF) 	<ul style="list-style-type: none"> • American Institute of Floral Design • The Society of American Florists 	<p>www.aifd.org www.safnow.org</p>
<p>Interior Designers</p> <ul style="list-style-type: none"> • NCIDQ Certification • Associate Kitchen & Bath Designer, Certified Bath Designer, Certified Kitchen Designer, Certified Master Kitchen & Bath Designer 	<ul style="list-style-type: none"> • National Council for Interior Design Qualification • National Kitchen & Bath Association 	<p>www.ncidq.org www.nkba.org</p>

<p>International Merchandising Managers, International Marketing Managers, Advertising and Promotions Managers, Marketing Managers, Sales Managers/Supervisors, Purchasing Managers, and Property, Real Estate, & Community Association Managers</p> <ul style="list-style-type: none"> • Certified Association Executive • Associate Certified Administrative Manager, Associate Certified Manager, Certified Administrative Manager, Certified Manager • Certified Apartment Manager, Certified Apartment Property Supervisor • Public Housing Manager, Section 8 Housing Manager, Senior Professional Housing Manager • Certified Purchasing Manager • Certified Manager of Community Associations • Certified Professional Property Manager, Consulting Fellow • Certified Marketing Executive, Certified Sales Executive 	<ul style="list-style-type: none"> • American Society of Association Executives • Institute of Certified Professional Managers • American Management Association • National Apartment Association • National Association of Housing and Redevelopment Officials • National Association of Purchasing Management • National Board of Certification for Community Association Managers • National Property Management Association, Inc. • Sales & Marketing Executives International 	<p>www.asaecenter.org www.icpm.biz http://www.amanet.org/</p> <p>www.naahq.org</p> <p>www.nahro.org</p> <p>website by city chapter</p> <p>www.nbccam.org</p> <p>http://www.npma.org/Pages/Certification.htm</p> <p>www.smei.org</p>
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<p>International Salespersons, Retail Salesperson/Associates, Advertising Sales Agent, Sales Representatives, Demonstrators & Product Promoters, and Telemarketers</p> <ul style="list-style-type: none"> • Certification in Marketing and Sales, Certification in Sales • Certification in Customer Service • Certification in Sales • Certification in Retail Management • Retail Business Credential • Certified Professional Sales Person (CPSP) • Certified and Registered Sales Associate/Professional (CRSA, CRSPP) • Certified Marketing Executive (CME) • Certified Sales Executive (CSE) • Certified Professional Salesperson (CPSP) 	<ul style="list-style-type: none"> • Certified Marketing Services International, Inc. • National Retail Federation • National Association of Sales Professionals • United Professional Sales Association (UPSA) • Sales and Marketing Executives International 	<p>www.marketforce.com</p> <p>http://www.nrffoundation.com/Training_Certification/Cert_Main.asp</p> <p>http://www.nasp.com/pr/certification/levels.asp</p> <p>http://www.salestrainingdrivers.org/upsa/</p> <p>www.smei.org</p>
<p>Market Researchers and Marketing Information Managers</p> <ul style="list-style-type: none"> • Certified Professional Services Marketer 	<ul style="list-style-type: none"> • Society for Marketing Professional Services 	<p>www.smeps.org</p>
<p>Merchandise Displayers and Trimmers</p> <ul style="list-style-type: none"> • Certification in Marketing and Sales, Certification in Sales 	<ul style="list-style-type: none"> • Marketforce Information 	<p>www.marketforce.com</p>

<p>Procurement Clerks, Order Clerks, Real Estate Clerks, Rental Clerks, Cashiers & Checkers, Adjustment Clerks, Counter Clerks, Stock Clerks, and Marking Clerks</p> <ul style="list-style-type: none"> • Certified Apartment Supplier, National Apartment Leasing Professional • Certified Purchasing Professional 	<ul style="list-style-type: none"> • National Apartment Association • American Purchasing Society 	<p>www.naahq.org</p> <p>www.american-purchasing.com</p>
<p>Public Relations Specialists/Writers</p> <ul style="list-style-type: none"> • Certified Professional Services Marketer • Accredited Business Communicator • Certified Business Communicator • Accredited in Public Relations (APR) 	<ul style="list-style-type: none"> • Society for Marketing Professional Services • International Association of Business Communicators • Business Marketing Association • Public Relations Society of America 	<p>www.smps.org</p> <p>www.iabc.com/abc</p> <p>www.marketing.org</p> <p>www.businessmarketinginstitute.com</p> <p>http://www.prsa.org/</p>

<p>Real Estate Appraisers, Assessors, Brokers, Sales Agents</p> <ul style="list-style-type: none"> • Board Certified in Corporate Real Estate • Certified Commercial Investment Member • Accredited Buyer Representative (ABR), Accredited Buyer Representative Manager (ABRM) • Accredited Land Consultant (ALC) • Certified International Property Specialist (CIPS), General Accredited Appraiser (GAA), Graduate-REALTOR Institute (GRI), REALTOR Association Certified Executive (RCE), Residential Accredited Appraiser, Internet Professional Certification (e-PRO) • Certified Property Manager • Certified Real Estate Brokerage Manager (CRB), Certified Residential Specialist (CRS) • Counselor of Real Estate • Society of Industrial and Office REALTORS (SIOR) 	<ul style="list-style-type: none"> • Board on Certification for Corporate Real Estate • Commercial Investment Real Estate Institute • Real Estate Buyer’s Agent Council • REALTORS Land Institute • National Association of REALTORS • Institute of Real Estate Management • Realtors National Marketing Institute • Counselors of Real Estate • Society of Industrial and Office REALTORS 	<p>State boards</p> <p>http://www.ccim.com/</p> <p>http://rebac.net/</p> <p>http://www.riland.com/</p> <p>http://www.realtor.org/</p> <p>http://www.irem.org/</p> <p>www.realtor.org</p> <p>http://www.cre.org/</p> <p>http://www.sior.com/</p>
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Route Salesperson <ul style="list-style-type: none"> • SME Certified Professional Salesperson • Certification in Marketing and Sales, Certification in Sales 	<ul style="list-style-type: none"> • Sales & Marketing Executives International • Certified Marketing Services International, Inc. 	www.smei.org www.marketforce.com
Sales Engineer <ul style="list-style-type: none"> • Certified Machine Tool Sales Engineer 	<ul style="list-style-type: none"> • American Machine Tool Distributors' Association 	www.amtda.org
Scheduling & Recording Distribution Workers, Wholesale Freight, Stocking, Handling, Material Moving, & Handling Workers, and Traffic, Shipping, and Receiving Clerks <ul style="list-style-type: none"> • Certified Associate in Materials Handling, Professional Certified in Materials Handling • Certified Packaging Professional, Certified Professional in Training 	<ul style="list-style-type: none"> • Materials Handling and Management Society • Institute of Packaging Professionals 	http://www.mhia.org/ www.iopp.org
Service Station Attendants and Parking Lot Attendants <ul style="list-style-type: none"> • Certified Parking Facility Manager 	<ul style="list-style-type: none"> • National Parking Association 	http://www.npapark.org/
Wholesale and Retail Buyers <ul style="list-style-type: none"> • Certified Purchasing Professional • Certified Purchasing Manager 	<ul style="list-style-type: none"> • American Purchasing Society • National Association of Purchasing Management 	www.american-purchasing.com Website by city chapter

<p>Wholesale Distribution Managers, International Distribution Managers, and Warehouse Managers</p> <ul style="list-style-type: none"> • Associate Certified Administrative Manager, Associate Certified Manager, Certified Administrative Manager, Certified Manager • Certified Fellow in Production and Inventory Management, Certified in Integrated Resource Management, Certified in Production and Inventory Management 	<ul style="list-style-type: none"> • Institute of Certified Professional Managers • Educational Society for Resource Management 	<p>www.icpm.biz</p> <p>www.apics.org</p>
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Postsecondary *Degree Options*

Title/Type/Descriptor of Degree Program	Degree Conferring Organization	Source for Contact Information
Advertising	Colleges and Universities	http://www.careerinfonet.org/ Click Career Tools and search under the topic <i>Education & Training Finder</i>
Apparel & Accessories Marketing Management		
Business Administration and Management		
Business Communications		
Business Marketing Operations		
Business Marketing/Marketing Management		
Enterprise Management & Operation		
Entrepreneurship		
Fashion Design/Merchandising		
Interior Design		
Marketing Management & Research		
Marketing Research		
Operations Management & Supervision		

Personal Services Marketing Operations		
Public Relations & Organizational Communications		
Purchasing, Procurement & Contracts Management		
Real Estate		
Retailing and Wholesaling Operations		
Sales Operations		