Partner with the Leading Global Adult Learning Platform

VMEdu

Targeting success

VMEdu.com

The leader in the professional training and certification industry

500,000+
students

3,500+
corporations

800+
partners

150+
countries

Videos

Study Guides

Progress Tracking

Engaging Case Studies

Full-length Simulated Exam

Chapter Tests

 SMstudy — Targeting success

 SCRUMstudy — Targeting success

 6sigmastudy — Targeting success

 NGstudy — Targeting success

 RMstudy — Targeting success

 HRCIstudy — Targeting success

 HRDstudy — Targeting success

About VMEdu

VMEdu is a leader in the professional training and certification industry and has facilitated the training of 500,000+ students from 3,500+ corporations across 150+ countries through its global network of 800+ training partners.

VMEdu serves as a marketplace by bringing together content experts from around the world and using its state-of-the-art content creation expertise creates the best quality online and classroom courses. This quality is provided to students worldwide through its global network of 800+ training partners. VMEdu has redefined the way students learn by providing multi-modal interactions that enable students to study the way they learn best. Every VMEdu course comes with an assurance of consistent, high-quality content presented in multiple formats-such as videos, podcasts, simulated tests, and mobile apps—that ensure a well-rounded and practical learning experience for students.
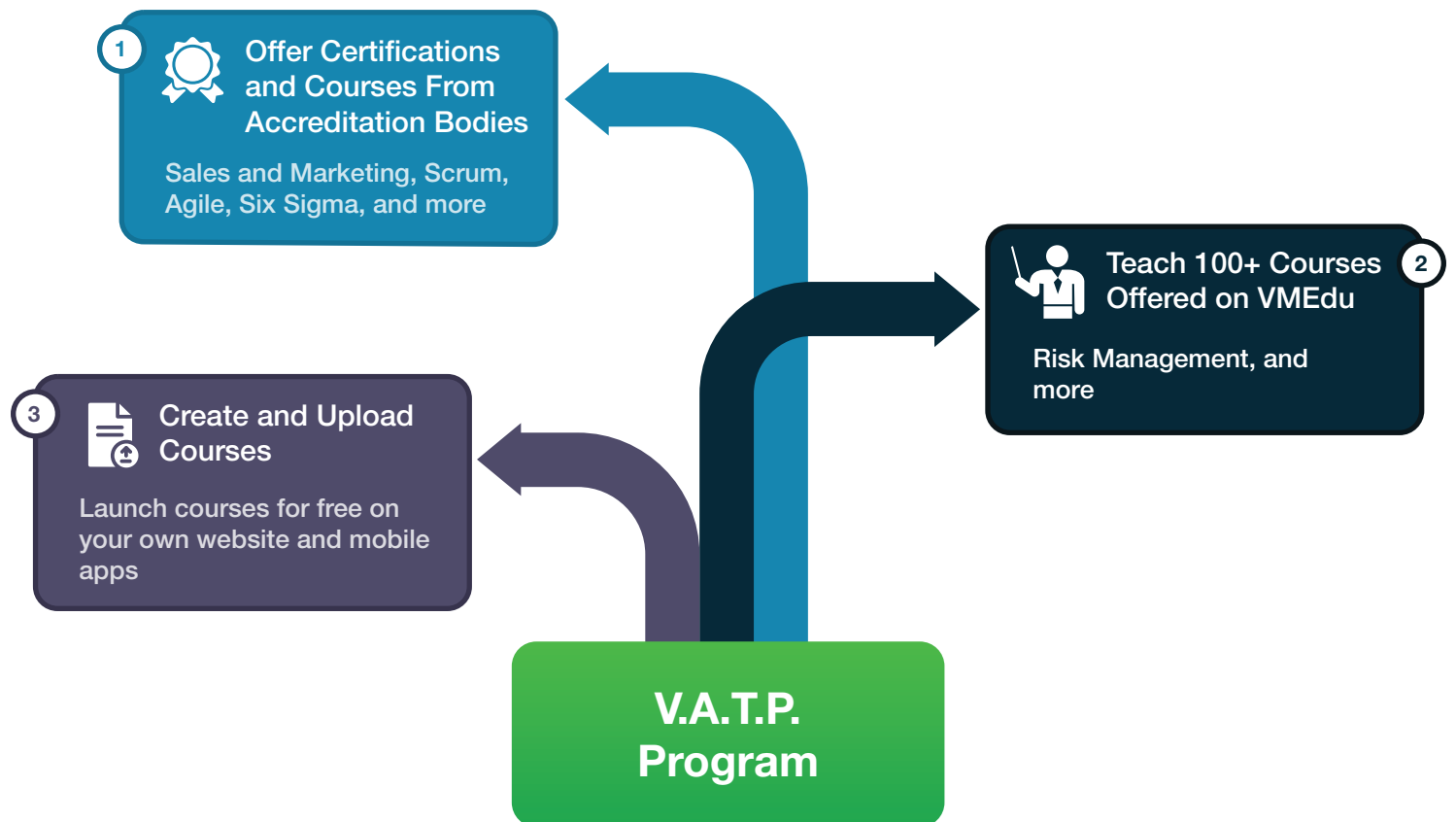

SEQUOIA

VMEdu is funded by Sequoia Capital, a Californian venture capital firm located on Sand Hill Road in Menlo Park, California. The Wall Street Journal has called Sequoia Capital "one of the highest-caliber venture capital firms", and noted that it is "one of Silicon Valley's most influential venture-capital firms". The firm is known for the companies it has funded, and WSJ estimates that 19% of the NASDAQ's value is made up of firms Sequoia has funded. Sequoia has funded companies including Apple, Aruba Networks, Google, YouTube, PayPal, Cisco Systems, Oracle, Electronic Arts, Yahoo!, NVIDIA, Navigenics, Cotendo, Atari, Ameritox, Kayak, Meebo, Admob, Zappos, Green Dot and LinkedIn. The firm has offices in the U.S., China, India and Israel. Sequoia invests in companies all over the world.

VMEdu Authorized Training Partner (V.A.T.P.) Program

The V.A.T.P. (VMEdu Authorized Training Partner) program benefits any organization that has students or employees in the adult learning field—such as corporates, colleges or universities, training companies, or individual trainers.

1 **Offer Certifications and Courses From Accreditation Bodies**

Sales and Marketing, Scrum, Agile, Six Sigma, and more

2 **Teach 100+ Courses Offered on VMEdu**

Risk Management, and more

3 **Create and Upload Courses**

Launch courses for free on your own website and mobile apps

V.A.T.P. Program

VMEdu Authorized Training Partner (V.A.T.P.) Program

The V.A.T.P. (VMEdu Authorized Training Partner) program benefits any organization that has students or employees in the adult learning field—such as corporates, colleges or universities, training companies, or individual trainers.
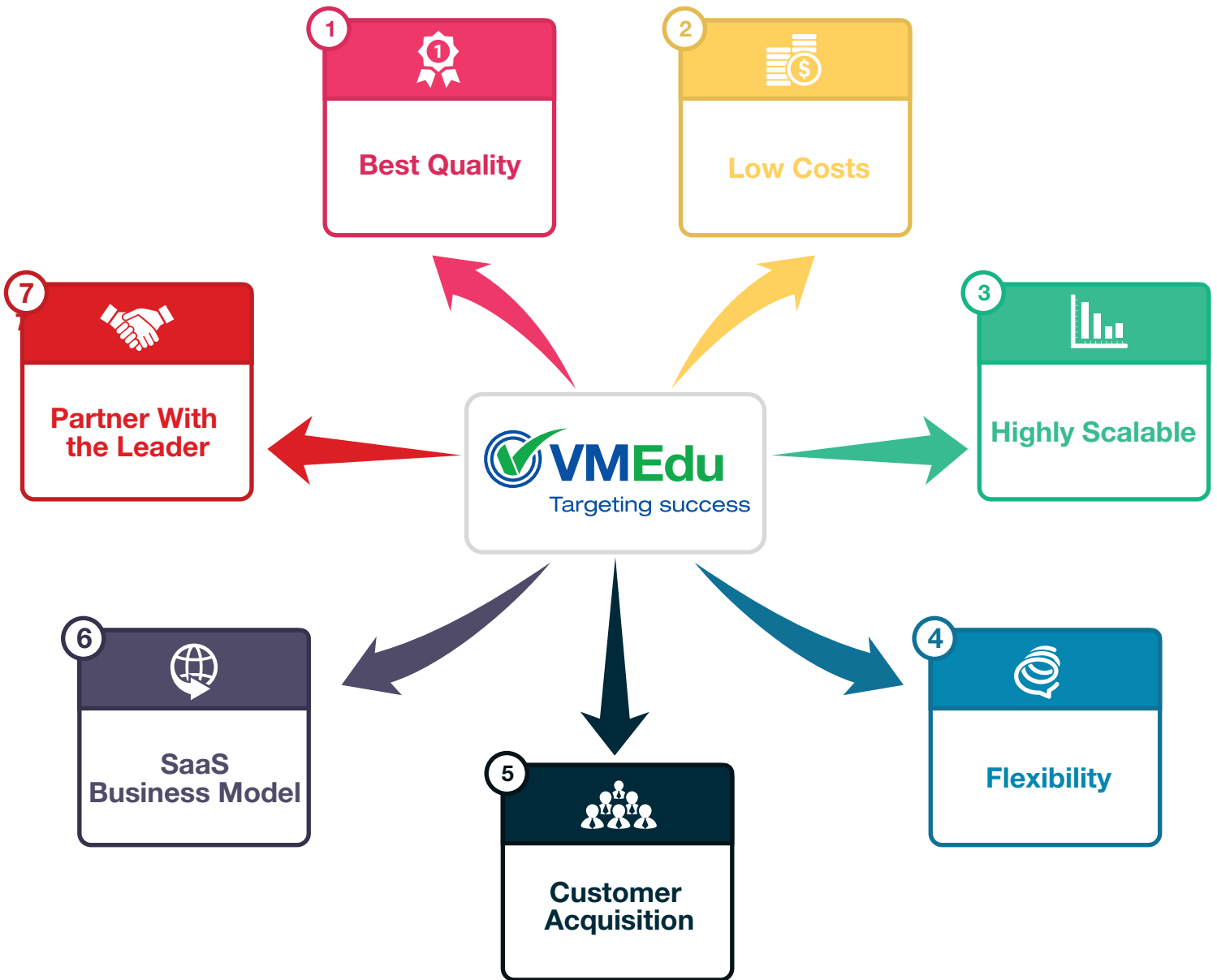
Becoming a V.A.T.P. (VMEdu Authorized Training Partner) allows you to:

1. Teach classes, offer online courses and mobile apps, and provide certifications (at up to 60% discounted prices) for any course for which VMEdu Inc is the accreditation body. This includes courses offered by:

   - **SMstudy.com** (global accreditation body for Sales and Marketing Certifications) - SMstudy® has the best quality and most comprehensive learning resources and certifications for all aspects of sales and marketing such as Digital Marketing, Corporate Sales, Marketing Strategy and Marketing Research.

   - **SCRUMstudy.com** (global accreditation body for Scrum and Agile certifications) - SCRUMstudy® has the best quality and most comprehensive learning resources and certifications for Scrum and Agile.

   - **6sigmastudy.com** (global accreditation body for Six Sigma certifications) - 6sigmastudy.com has the best quality and most comprehensive learning resources and certifications for Six Sigma certifications for Green Belt, Black belt etc.

2. Teach classes and provide co-branded online training, or physical/instructor-led virtual classroom training for several brands owned by VMEdu Inc. You can also offer hundreds of courses created by other V.A.T.P.s or V.A.C.P.s (VMEdu Authorized Content Partners).

3. Become a V.A.C.P.: All VMEdu A.T.P.s become V.A.C.P.s (VMEdu Authorized Content Partner) for free, and have access to the VMEdu Cloud LMS (Learning Management System). This provides you with the ability to create courses and mobile apps for your company and website; offer courses to your students; and also sell your courses through the VMEdu partner network of 800+ V.A.T.P.s in 50+ countries. This requires no technical knowledge and zero upfront investment.

1. **Best Quality**

2. **Low Costs**

3. **Highly Scalable**

4. **Flexibility**

5. **Customer Acquisition**

6. **SaaS Business Model**

7. **Partner With the Leader**

VMEdu
Targeting success

Benefits of Becoming a V.A.T.P.

Some of the key benefits of partnering with VMEdu

Best Quality

VMEdu invests in creating the best quality study materials and student experience in all websites and courses. Our V.A.T.P.s have the ability to offer our Best-in-Quality training to students with near–zero upfront investment. Additionally, the online experience and physical classroom materials are 'co-branded' with the logos of our V.A.T.P.s (Demo of the study materials and courses can be provided to V.A.T.P.s)

Low Costs

The amount paid by each V.A.T.P. to VMEdu, Inc. for the courseware/study materials is significantly less than the effort required by the training partner to launch the training on their own. V.A.T.P.s. also get approved to teach courses for multiple VMEdu accreditation bodies while creating and launching their courses on their own websites and mobile apps using the VMEdu Cloud LMS.

Highly Scalable

V.A.T.P.s have the ability to scale their training very quickly with negligible upfront investment. All of the VMEdu courses and those offered by VMEdu Authorized Content Partners (V.A.C.P.s) will be available to our V.A.T.P.s as part of our platform.

Flexibility

Using the VMEdu platform allows our V.A.T.P.'s students the flexibility to learn the way they want using best-in-class mobile apps, online courses, physical classes, virtual instructor-led sessions, videos, case-studies and hybrid courses.
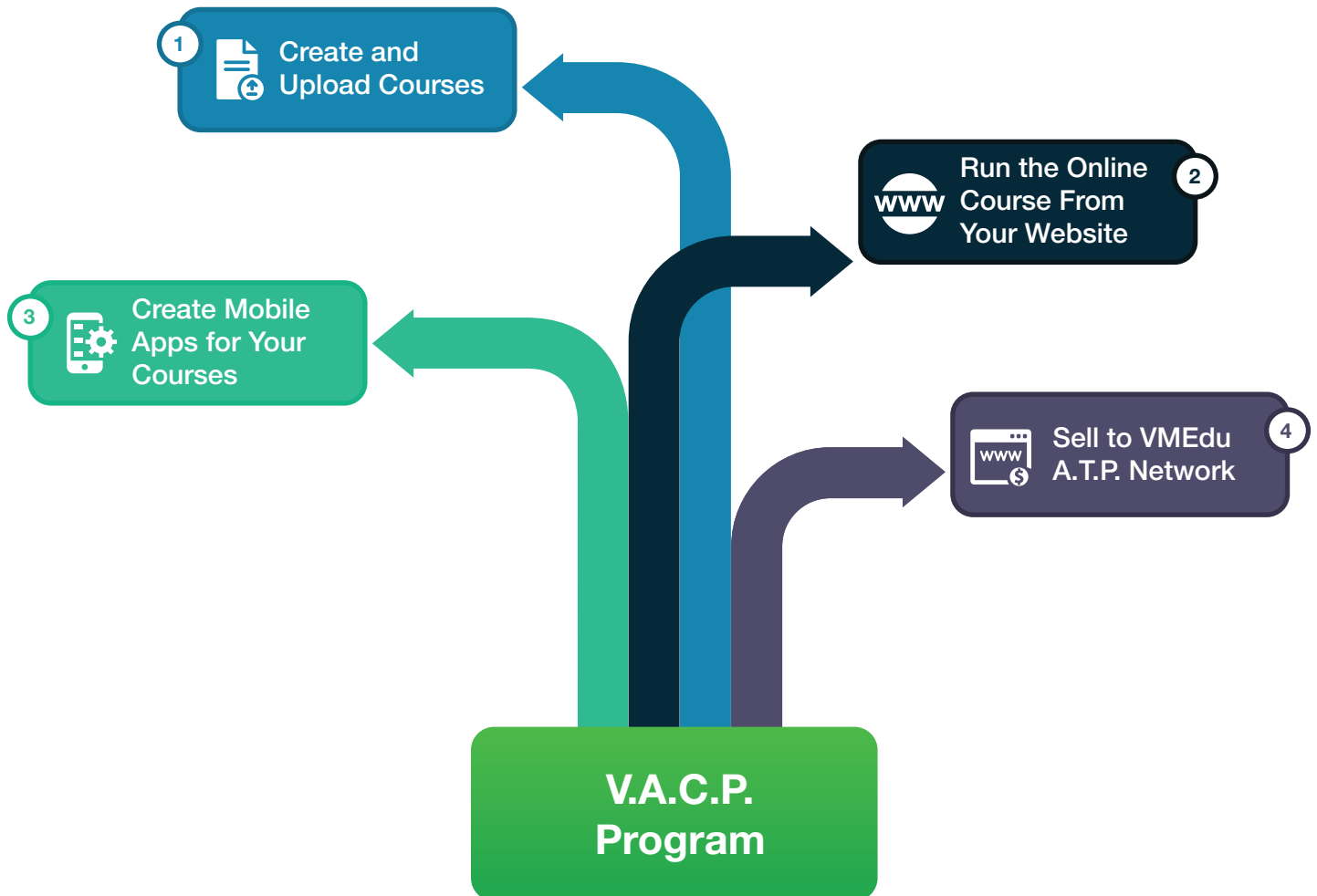
Customer Acquisition

VMEdu aids its V.A.T.P.s with customer acquisition by listing them on our brand websites, also having Best-in-Quality study materials and associating with VMEdu, Inc. (which is a global leader in adult education), help our V.A.T.P.s win corporate contracts. Significant help is also provided to our V.A.T.P.s in website creation and digital media marketing. Courses created by our V.A.T.P.s can be made available to our partner network of 800+ V.A.T.P.s.

SaaS (Software as a Service) Business Model

VMEdu SaaS based platform allows all our partners to pay–as–you–go to conduct training programs with negligible upfront investment. VMEdu's strong back–end capabilities help our partners easily manage their relationships and training requirements with VMEdu, Inc. (Demo of the backend platform can be provided if required)

Partner With the Leader

VMEdu is a global leader in adult education through its multiple brands and partner ecosystem. We have taught more than 500,000 students from 150 countries and 3,500+ companies; and have a huge A.T.P. partner network of 800+ partners in 50+ countries.

VMEdu Authorized Content Partner (V.A.C.P.) Program

The VMEdu Cloud LMS lets you create and host your online courses for free.

1 Create and Upload Courses

2 Run the Online Course From Your Website

3 Create Mobile Apps for Your Courses

4 Sell to VMEdu A.T.P. Network

V.A.C.P. Program

VMEdu Authorized Content Partner (V.A.C.P.) Program

The VMEdu Cloud LMS lets you create and host your online courses for free.

Create and Upload Courses

You can easily create your online courses through the VMEdu Course Builder, our easy-to-use cloud interface. The VMEdu Course Builder enables you to upload videos, test questions, flashcards and glossary, case studies, study guides and more. There are no costs and zero licensing fees associated with creating or uploading your courses.

Run the Online Course From Your Website

The VMEdu Course Builder will provide you a HTML file with a couple of lines of code. The code can be added to your website within minutes, and will allow your students to view courses on your website. There is no cost associated with setting up your course on your website, and VMEdu's state-of-the-art Cloud Learning Management System (LMS) manages this in the back-end. Students can track the progress of their coursework and assess improvement opportunities.

Create Mobile Apps for Your Courses (iOS and Android)

At an additional cost of $250 for each iOS mobile app (which will run on all Apple iPhones) or $250 for each Android mobile app (which will run on all Android devices), VMEdu creates best-in-the-industry mobile apps for your company with your company name and logo. If your course content has more than 60 minutes of video, VMEdu will cover all expenses related to creating, maintaining and upgrading your mobile app in an Android version.
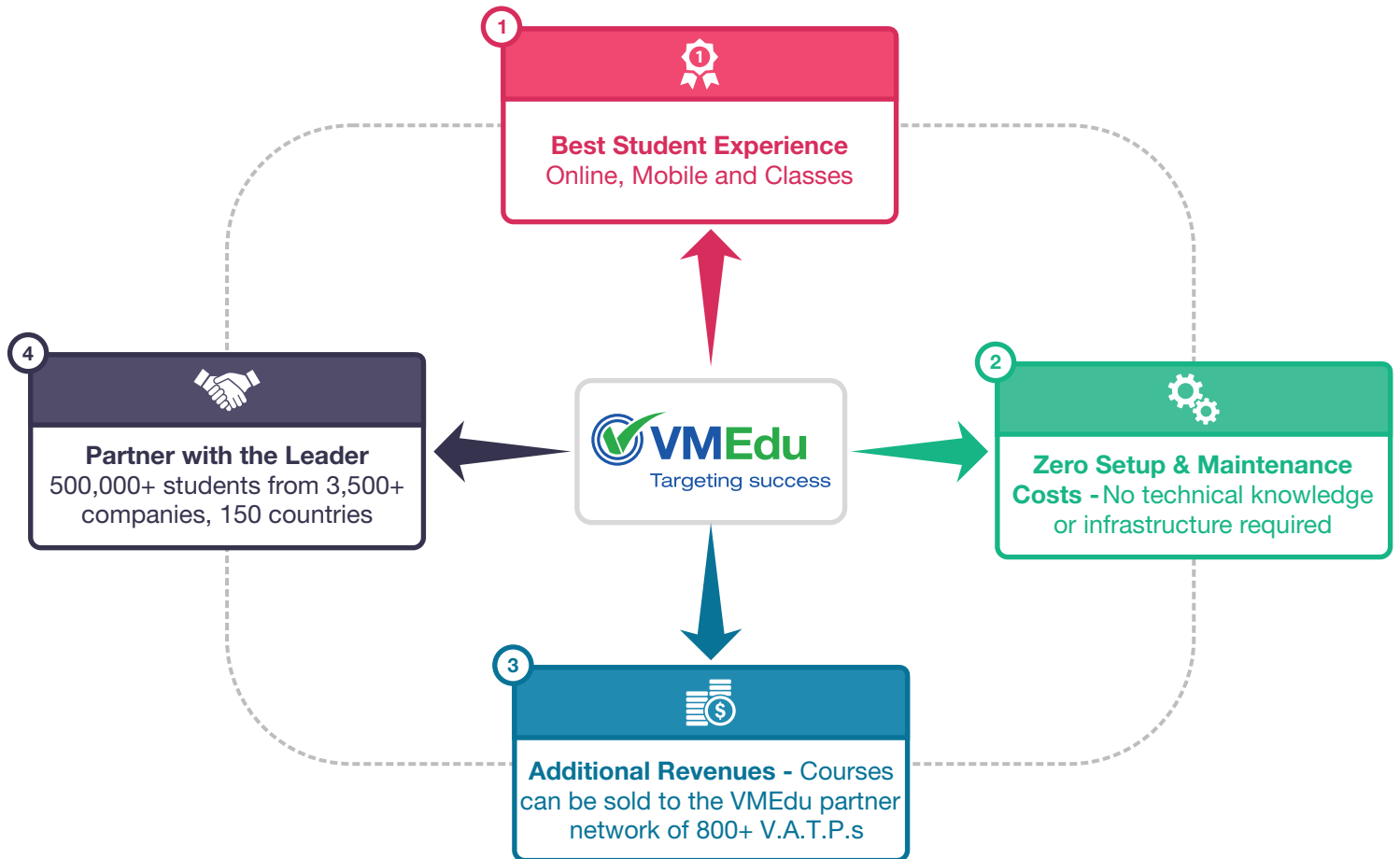
Sell to VMEdu A.T.P. Network

VMEdu has a partner network of 800+ Authorized Training Partners (V.A.T.P.s) in 50+ countries. You have the option to make your courses available to V.A.T.P.s and you have the freedom to decide the price. Selling courses through our partner network will increase your reach, attract new customers and earn additional revenues.

Benefits of Becoming a V.A.C.P.

Some of the key benefits of partnering with VMEdu

1

Best Student Experience
Online, Mobile and Classes

2

Zero Setup & Maintenance Costs - No technical knowledge or infrastructure required

VMEdu
Targeting success

3

Additional Revenues - Courses can be sold to the VMEdu partner network of 800+ V.A.T.P.s

4

Partner with the Leader
500,000+ students from 3,500+ companies, 150 countries

Benefits of Becoming a V.A.C.P.

VMEdu Cloud LMS lets you create and host your online courses for free.

Best Student Experience—Online, Mobile and Classes

The VMEdu Cloud Learning Management System (LMS) is one of the best adult learning platforms globally. The VMEdu LMS allows V.A.T.P.s to offer their courses on their own websites or through their own mobile apps. VMEdu also supports physical classroom training options for some high-demand courses. You can join for free and launch your free course in a few minutes on your own website.

Zero Setup and Maintenance costs—No technical knowledge or infrastructure required

Unlike other traditional LMS platforms, you do not have to pay licensing fees, buy expensive hardware or hire expensive software professionals to launch your online courses and mobile apps. There are no costs associated with creating or uploading your courses, no upfront fees for including the courses on your website. Unlike traditional LMS platforms, which often offer negligible support for mobile apps, VMEdu creates best-in-the-industry mobile apps at zero-cost for Android Phones (you must have at least one hour of video courses uploaded) and $250 for iPhones.

Additional Revenues—Courses can be sold to the VMEdu partner network of 800+ V.A.T.P.s

Courses created by our V.A.C.P.s can be made available and sold through our fast-growing partner network of 800+ Authorized Training Partners (V.A.T.P.s) in 50+ countries. Courses can then be available to an extensive network of companies, colleges, universities, training companies, and individual trainers/experts. No other traditional LMS platform assists you with customer acquisition.

### Partner With the Leader—500,000+ students from 3,500+ companies, 150 countries

VMEdu is a global leader in adult education through its multiple brands and partner ecosystem. We have taught more than 500,000 students from 150 countries and 3,500+ companies; and have an extensive V.A.T.P. partner network of 800+partners in 50+ countries. We are funded by Sequoia Capital which is the leading Private Equity/Venture Capital firm in Silicon Valley and has funded innovative global companies such as Apple, Google, Cisco, LinkedIn, Oracle, WhatsApp, etc.

Learning Resources Included with VMEdu Courses

The courses developed by VMEdu are of the highest quality and have been prepared through collaboration by a team of experts.

VMEdu courses have unique elements that make them highly engaging as well as informative. Each VMEdu course has an online component and includes the following resources.
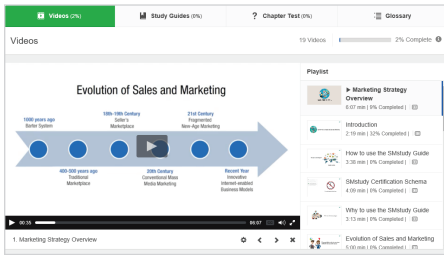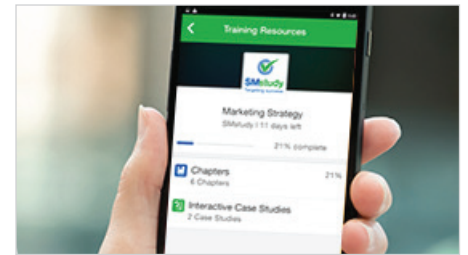
Online Videos
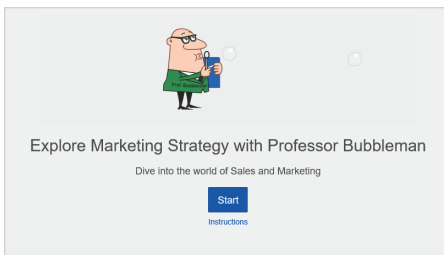High-quality, online videos for each chapter and knowledge area

Classroom Study Materials
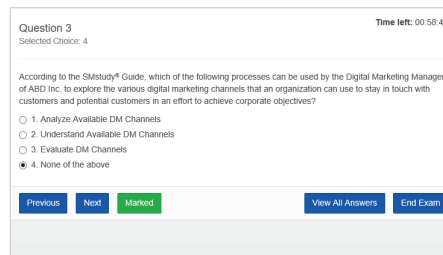High-quality physical study material for Authorized Training Partners' classroom training programs

Mobile Apps
Students can access courses in all formats through VMEdu's innovative mobile app
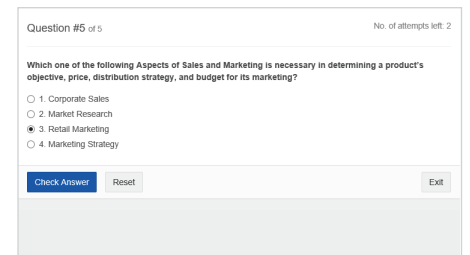
Engaging Case Studies
Interesting case studies replicate real-life scenarios ensuring effective learning
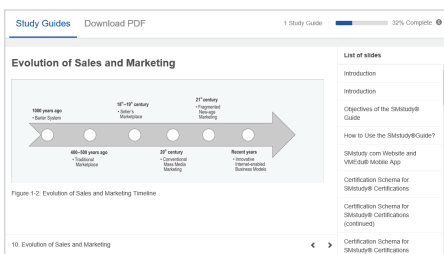
Full-length Simulated Exam
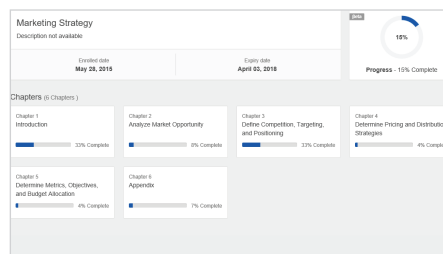Practice exams designed to familiarize students with the actual exam environment

Chapter Tests
Practice tests for each chapter so students can gauge their preparedness

Study Guides and Podcasts
Students can access the courses on the go even without Internet access

Progress Tracking
Students can track their progress on any course online and with mobile apps
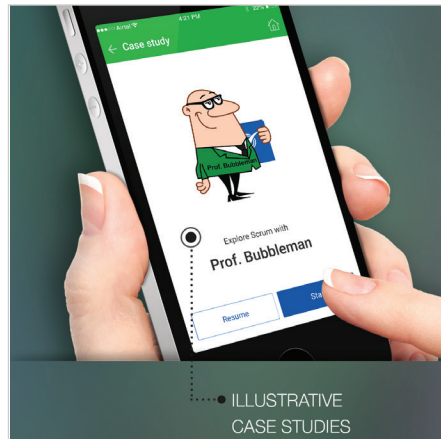
VMEdu Mobile App

To ensure that students get true on-the-go learning, VMEdu provides content in the form of mobile apps.
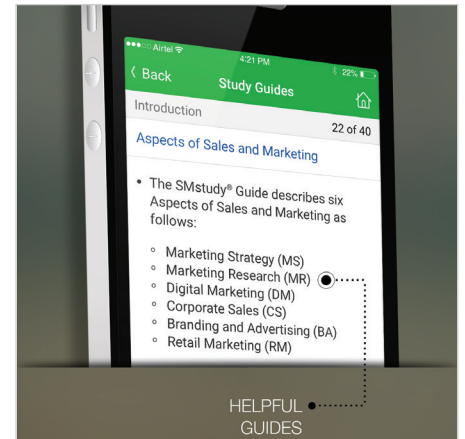
The state-of-the-art mobile apps from VMEdu allow registered students to view high-quality study material in a mobile-friendly format using mobile phones and tablets.
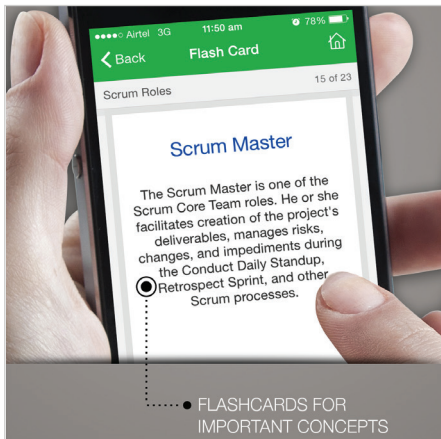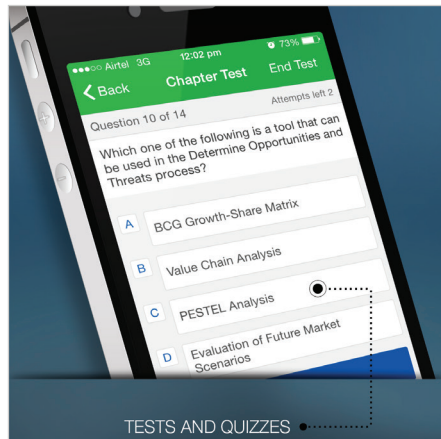
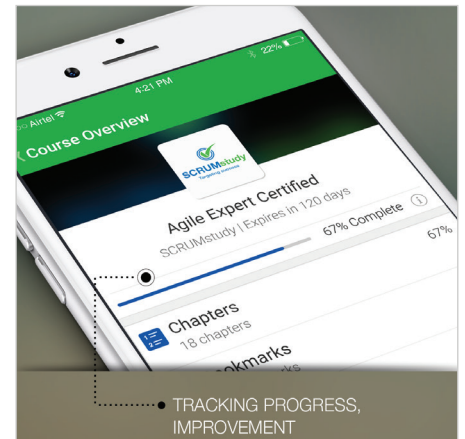HIGH QUALITY VIDEOS

ILLUSTRATIVE CASE STUDIES

HELPFUL GUIDES

FLASHCARDS FOR IMPORTANT CONCEPTS

TESTS AND QUIZZES

TRACKING PROGRESS, IMPROVEMENT

AND MORE

VMEdu Partner Portal

VMEdu's strong back-end capabilities help our partners easily manage their relationships and training requirements.

VMEdu understands that V.A.T.P.s want to focus on their business and not spend time going through complex processes and filling out endless forms. With that in mind, we have designed an easy-to-use portal where our partners can manage everything related to their relationship with VMEdu.

Have a look at some of the key activities our partners manage through the portal:

Announce Classes

VMEdu helps its V.A.T.P.s with customer acquisition by listing them on our different brand websites. V.A.T.P.s can list their classes via the portal (up to the limit allowed) and interested students will be directed to their website.

Manage Finances

The VMEdu SaaS-based platform allows for a pay–as–you–go system so all our partners can conduct training programs with negligible upfront investment. They can view invoices, make payments, and keep track of all transactions—just with a few clicks.

Access Trainer Resources

The most common hurdle faced by partners when adding a new course to their training portfolio is preparing the internal trainers to teach using the new courseware. Through our Trainer Resources we ease our partners' worries by providing their trainers the tools to learn through our simple-to-use interface.

Manage Students and Operations

V.A.T.P.s have the ability to grant online course access to their students, track their progress, and update their information. They can also track the shipment status of classroom courseware.

Download Marketing Material

Each V.A.T.P has access to ready-to-use, powerful and clear messages in the form of high-quality videos and brochures. Partners can print them out and use them to deliver a consistent and powerful message to interested students.

Add Courses

All VMEdu A.T.P.s become V.A.C.P.s (VMEdu Authorized Content Partner) for free and have access to the VMEdu Cloud-based LMS (Learning Management System). This offers them the ability to create high-end courses and mobile apps for their companies and websites. This requires no technical knowledge and zero upfront investment.

VMEdu Partner App

Receive updates and manage customer support related activities on the go!

The VMEdu Partner App helps Authorized Training Partners to easily manage their relationship with VMEdu—get updates, submit a service ticket, manage past service tickets and provide feedback.

The VMEdu Partner App lets V.A.T.P.s to:

- Quickly and easily submit a service ticket to address any of your concerns
- View and manage past service tickets
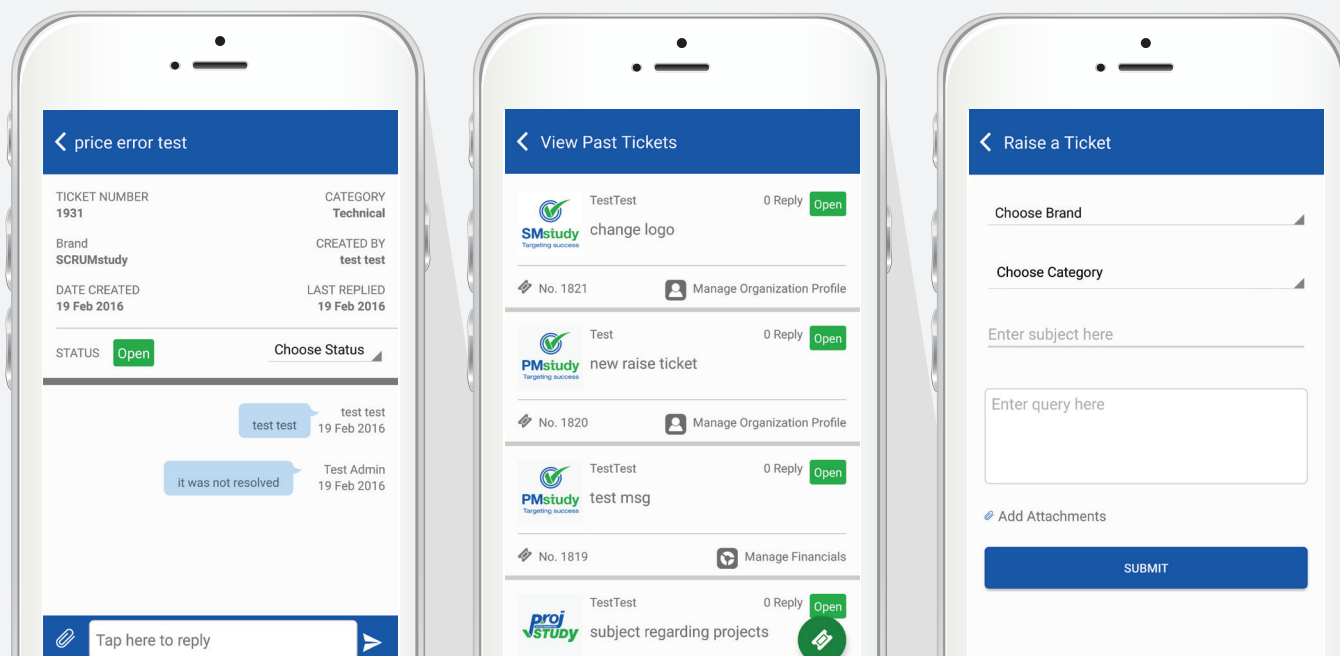- Get on-the-go notifications about opportunities to sell new products

Have a question about VMEdu products? Use the app to contact VMEdu A.T.P. support.

Requirements:

- A VMEdu A.T.P. account

Available on   Available on the iPhone App Store   ANDROID APP ON Google

VMEdu Certifications and Training Resources

VMEdu offers the best quality training resources in the industry and proudly runs accreditation bodies for Sales and Marketing, Scrum and Six Sigma.

Globally Recognized Certifications

VMEdu is a globally recognized certification agency in the fields of Sales and Marketing, Scrum and Agile, Project Management and the Six Sigma through its affiliate brands SMstudy, SCRUMstudy and 6sigmastudy.

In the last two years, VMEdu has certified more than 30,000 professionals. VMEdu has 800+ companies/colleges registered as our Authorized Training Partners (V.A.T.P.s) who deliver training for our certifications to professionals all across the globe.

High-Quality Training Resources

VMEdu training resources are prepared and provided by partner content providers and affiliate brands. All content complies with VMEdu's rigorous quality conformance standards to ensure that content available on the VMEdu platform is the best in class and a league ahead of anything provided by our competition.

VMEdu adds value to this content by making it available in multiple modes to empower our students to learn in a way that best suits them. Students can learn anytime, anywhere through our engaging training resources such as videos, podcasts and mobile apps that students can access both online and offline.

SMstudy
Targeting success

Global Accreditation Body for
Sales and Marketing Certifications

The *SMstudy® Guide* (also referred to as the *Sales and Marketing Body of Knowledge—SMBOK® Guide*) provides a comprehensive framework for companies globally to plan and execute their Sales and Marketing activities.

About SMstudy

SMstudy is the Global Accreditation body for Sales and Marketing certifications. SMstudy is a brand of VMEdu, Inc., a global leader in education with more than 500,000 students worldwide in more than 3,500 companies.
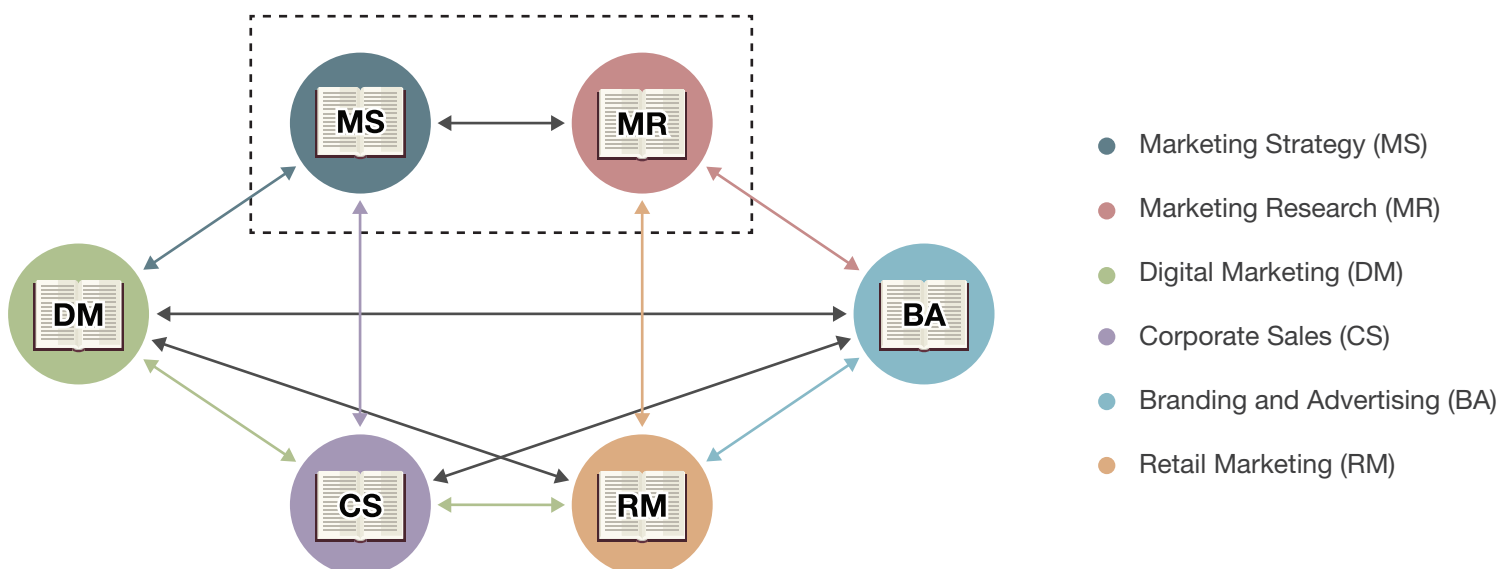
SMstudy, the Global Accreditation body for Sales and Marketing, has authored the *SMstudy® Guide* (also referred to as the *SMstudy Sales and Marketing Body of Knowledge* or *SMBOK® Guide*), a series of books providing guidelines for the sales and marketing of products and services in any organization. More than 50 authors, advisors and reviewers in numerous marketing environments and geographic regions across an eclectic variety of industries, created this extensive collection of insights and best practices.

The *SMstudy® Guide* offers a comprehensive framework to effectively manage Sales and Marketing efforts in any organization. The objective of the *SMstudy® Guide* is to provide a practical and process-oriented approach that emphasizes how various elements of Sales and Marketing can be integrated to develop a comprehensive and effective organizational plan.

The concepts in the *SMstudy® Guide* can be applied effectively to any company in any industry—from small companies with only a few employees to large, complex organizations with numerous business units, multiple product lines and thousands of employees across many countries.

Six Aspects of Sales and Marketing

The *SMstudy® Guide* describes six Aspects of Sales and Marketing that are aligned to the six most common and often distinct career fields related to Sales and Marketing. The Six Aspects included in the *SMstudy® Guide* are Marketing Strategy, Digital Marketing, Corporate Sales, Marketing Research, Branding and Advertising and Retail Marketing. Together, these six Aspects cover every topic related to Sales and Marketing and form the most comprehensive guide on the subject.

- Marketing Strategy (MS)
- Marketing Research (MR)
- Digital Marketing (DM)
- Corporate Sales (CS)
- Branding and Advertising (BA)
- Retail Marketing (RM)

Why should students use SMstudy?

An overview of how we help Sales and Marketing enthusiasts all over the world

Earn Industry-Recognized Certifications

SMstudy is the Global Accreditation Body for Sales and Marketing certifications. Students can enroll and study 200+ free, high-quality videos, case studies and chapter test questions to gain a comprehensive understanding of the different facets of Sales and Marketing. Students can also take free SMstudy Associate Level certifications and gain valuable, well-recognized certification that can help them in their careers.

Enjoy Flexible Learning Solutions

SMstudy uses the best delivery mechanisms for students with best-in-class mobile apps, high-end online courses and physical classes ensuring that students have an engaging learning experience anytime, anywhere.

Learn From the Community

Students can learn with a peer group representing more than 100 countries through our subject-specific forums on LinkedIn and Facebook, or by discussions on our mobile apps and online forums. This collaborative form of learning helps students understand how Sales and Marketing practices differ across countries, companies and industries.

Learn From the Definitive and Comprehensive *SMstudy® Guide*

SMstudy offers comprehensive courses and certification programs based on the *SMstudy® Guide*. This six books series details each distinct Aspect of Sales and Marketing. The *SMstudy® Guide* has been developed by more than 50 subject matter experts to be a reference and knowledge guide for people with varying experience levels from industry novices to senior Sales and Marketing professionals.

Gain Access to the Largest Library of Courses Related to Sales and Marketing

SMstudy contains the largest repository of Sales and Marketing content, both created by SMstudy and sourced from experts globally. This library helps students become industry ready with specialized learning on any topic of interest and helps them to be more confident and effective in their careers.

Several Certifications and Monthly Subscription Plans

As the Global Accreditation Body for Sales and Marketing Certifications, SMstudy offers 30+ certifications in the different Aspects of Sales and Marketing, for varying levels of experience. Students can select their field of interest and gain knowledge and certifications that will help them make a difference in their careers. Students can also sign up for monthly subscriptions and keep up-to-date with the latest in Sales and Marketing.

## The *SMstudy® Guide* is a series of six books describing six Aspects of Sales and Marketing:

1. Marketing Strategy (MS)
2. Marketing Research (MR)
3. Digital Marketing (DM)

4. Corporate Sales (CS)
5. Branding and Advertising (BA)
6. Retail Marketing (RM)

Since the *SMstudy® Guide* is geared toward Sales and Marketing professionals, or those who desire to work in the field, the six Aspects are based on the six most common and often distinct career fields related to Sales and Marketing. Though there are no mandatory prerequisites for many of the SMstudy certifications, it is always better to understand the hierarchy structure.
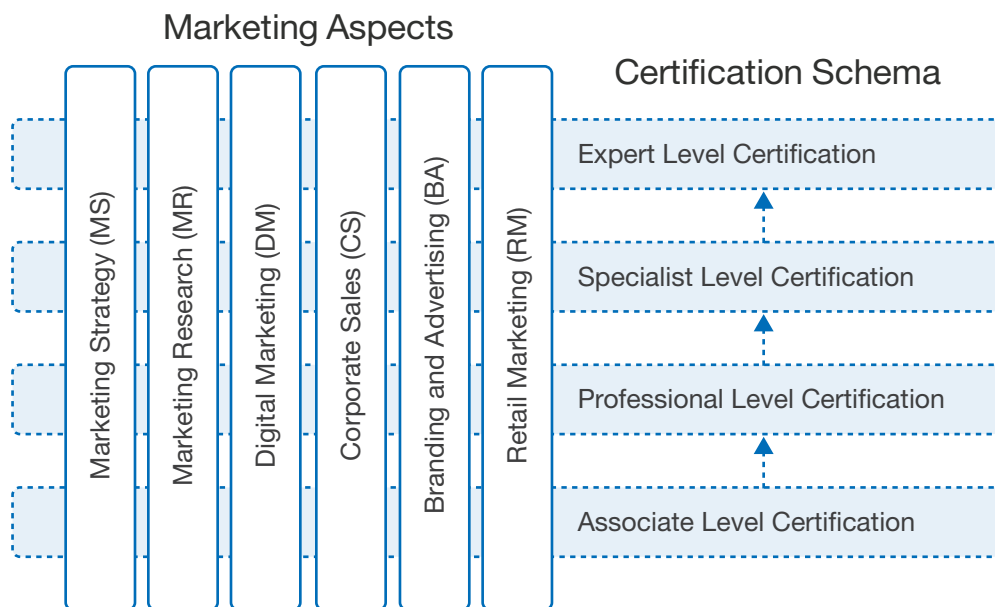
As shown above, each of the six Aspects of Sales and Marketing has four levels of certification.

- The Associate level certification is for anyone interested in learning more about each specific Aspect of Sales and Marketing. This is included as a part of the free subscription.

- The Professional level certification is for individuals who want to gain a comprehensive understanding of a particular Aspect of Sales and Marketing.

- Specialist and Expert level certifications are tailored to professionals working to gain practical and theoretical expertise in the Sales and Marketing Aspect of their choice. The Specialist level certification requires three years of related work experience. The Expert level certification requires five years of related work experience.

In addition to the certifications mentioned above, SMstudy offers certifications in fields related to Sales and Marketing such as E-mail Marketing, Web Analytics, Search Engine Optimization (SEO) and more.

SMstudy Subscription

Explore the largest library of Sales and Marketing content and learn from experts.

SMstudy subscription provides a unique opportunity for all Sales and Marketing enthusiasts, offering access to the largest collection of content in one place. SMstudy works with experts from various facets of Sales and Marketing who offer relevant and insightful content in their field of expertise. These experts share their content in the SMstudy ecosystem in the form of high-quality online courses available to all subscribers. Subscribers not only recieve access to the comprehensive resources on Sales and Marketing but also can connect with each other and share knowledge.

For a nominal monthly fee, Sales and Marketing students have access to expert content on any topic related to Sales and Marketing with new courses added daily. This allows professionals and students around the world to stay updated on the latest trends in Sales and Marketing and also helps them develop expertise in the field of their choice.

Key benefits of an SMstudy Subscription

Access to high-quality, crowd-sourced content

A SMstudy subscription offers access to numerous useful courses and resources developed by experts in different facets of the Sales and Marketing domain. These courses usually include high-quality videos, study guides, quizzes and other resources. Free subscriptions offer access to all free resources.

Complete reference for SMstudy Certifications

Paid subscribers gain access to certification exams, in addition to crowd-sourced content.

Free SMstudy Associate Level Certifications

All subscribers receive access to SMstudy Associate Level Certification courses and exams for free. An Associate course offers students the basics of any Aspect of Sales and Marketing.

Enhance and share Sales and Marketing knowledge

SMstudy provides a platform to collaborate with other Sales and Marketing enthusiasts and to contribute to the growing pool of knowledge. With SMstudy subscriptions, members can share, learn and improve.

Get recognized as an expert in Sales and Marketing

The top contributors to the SMstudy community are recognized as Sales and Marketing experts on the SMstudy website. This helps establish their presence in their field of expertise and opens up revenue opportunities.

Marketing Strategy

Marketing Strategy (MS) acts as a unifying framework to define and analyze the other Aspects of Sales and Marketing.

Syllabus

1. **Introduction**
    a. Evolution of Sales and Marketing
    b. Corporate Strategy and its Relationship to Sales and Marketing
    c. Aspects of Sales and Marketing
    d. Levels of Sales and Marketing Strategy
    e. Marketing Strategy Overview

2. **Analyze Market Opportunity**
    a. Determine Strengths and Weaknesses
    b. Determine Opportunities and Threats

3. **Define Competition, Targeting and Positioning**

    a. Identify Competition
    b. Select Target Segments
    c. Create Differentiated Positioning

4. **Determine Pricing and Distribution Strategies**
    a. Determine Pricing Strategy
    b. Determine Distribution Strategy

5. **Determine Metrics, Objectives, Marketing Aspects and Budget Allocation**
    a. Determine Metrics
    b. Determine Objectives
    c. Decide Marketing Aspects and Allocate Budget

Certifications

SMstudy Marketing Strategy certifications include Associate, Professional, Specialist and Expert levels. Anyone interested in learning about Marketing Strategy can earn these certifications.

SMstudy SCMS-A
Marketing Strategy Associate

SMstudy SCMS-P
Marketing Strategy Professional

SMstudy SCMS-S
Marketing Strategy Specialist

SMstudy SCMS-E
Marketing Strategy Expert

Marketing Research

Marketing Research (MR) provides a framework to conduct marketing research and analyze Sales and Marketing data.

Syllabus

1. **Introduction**
   a. A Brief History of Marketing Research
   b. Corporate Strategy Overview
   c. Aspects of Sales and Marketing
   d. Levels of Sales and Marketing Strategy
   e. Marketing Strategy Overview
   f. Marketing Research Overview

2. **Define Research Problem and Choose Research Design**
   a. Define Research Problem
   b. Choose Research Design

3. **Data Collection**
   a. Collect Secondary Data
   b. Collect Primary Data
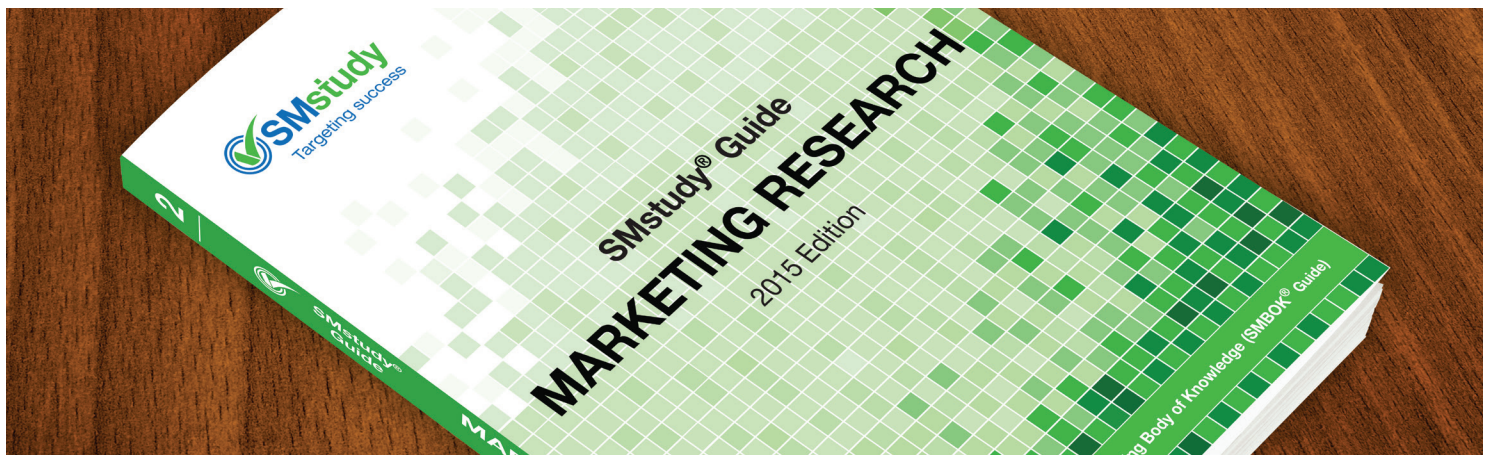
4. **Data Processing and Data Analysis**
   a. Data Processing
   b. Data Analysis

5. **Data Interpretation and Reporting**
   a. Data Interpretation
   b. Reporting

6. **Appendix**
   a. Data
   b. Statistical Measurement of Data
   c. Probability
   d. Random Variables and Probability Distributions
   e. Sampling Distributions
   f. Method of Least Squares
   g. Analysis with Statistical Packages

Certifications

SMstudy Marketing Research certifications include Associate, Professional, Specialist and Expert levels. Anyone interested in learning about Marketing Research can earn these certifications.

SMstudy SCMR-A
Marketing Research Associate

SMstudy SCMR-P
Marketing Research Professional

SMstudy SCMR-S
Marketing Research Specialist

SMstudy SCMR-E
Marketing Research Expert

Digital Marketing

Digital Marketing (DM) includes all marketing activities that use electronic devices connected to the Internet to engage with customers.

Syllabus

1. Introduction
- a. A Brief History of Digital Marketing
- b. Corporate Strategy Overview
- c. Aspects of Sales and Marketing
- d. Levels of Sales and Marketing Strategy
- e. Marketing Strategy Overview
- f. Digital Marketing Overview

2. Understand and Evaluate Digital Marketing (DM) Channels
- a. Understand Available DM Channels
- b. Evaluate DM Channels

3. Plan and Develop DM Channels
- a. Plan and Develop Website Channel
- b. Plan and Develop Mobile Channel
- c. Plan and Develop Social Media Channel

4. Optimize Website
- a. Optimize Website for Reach
- b. Optimize Website for Relationship
- c. Optimize Website for Reputation

5. Optimize Mobile/Tablet/Devices
- a. Optimize Mobile Site and App for Reach
- b. Optimize Mobile Site and App for Relationship
- c. Optimize Mobile Site and App for Reputation

6. Optimize Social Media
- a. Optimize Social Media for Reach
- b. Optimize Social Media for Relationship
- c. Optimize Social Media for Reputation

7. Other Important Elements of DM Channels
- a. E-mail Marketing
- b. Web Analytics
- c. Search Marketing
- d. Popular Social Media Platforms
- e. Affiliate Marketing
- f. Search Engine Optimization

SMstudy® Guide
DIGITAL MARKETING
2015 Edition
A Guide to the
BOOK 3

Certifications

SMstudy SCDM-A
Digital Marketing Associate

SMstudy SCDM-P
Digital Marketing Professional

SMstudy SCDM-S
Digital Marketing Specialist

SMstudy SCDM-E
Digital Marketing Expert

SMstudy SCEM-P
E-mail Marketing Professional

SMstudy SCWA-P
Web Analytics Professional

SMstudy SCSM-S
Search Marketing Professional

SMstudy SCSMM-P
Social Media Professional

SMstudy SCAFM-P
Affiliate Marketing Professional

SMstudy SCSEO-P
SEO Professional

Corporate Sales

Corporate Sales (CS) outlines the best practices and processes for effective business-to-business (B2B) sales.

Syllabus

1. Introduction
   a. A Brief History of Corporate Sales
   b. Corporate Strategy Overview
   c. Aspects of Sales and Marketing
   d. Levels of Sales and Marketing Strategy
   e. Marketing Strategy Overview
   f. Corporate Sales Overview

2. Understand Sales Value Proposition and Determine Corporate Sales Channels
   a. Understand Sales Value Proposition
   b. Determine Corporate Sales Channels

3. Prepare Organization for Sales
   a. Plan Sales Governance
   b. Determine Sales Targets
   c. Create Marketing Assets
   d. Determine Sales Targets

4. Training for Corporate Sales
   a. Sales and Negotiation Training
   b. Product Training

5. Sales Process-Prospecting
   a. Profile Target Customers and Decision Makers
   b. Lead Generation and Qualification

6. Sales Process-Conversion
   a. Needs Assessment for Each Qualified Lead
   b. Presentation, Overcoming Objection, and Closure

7. Account Management
   a. Classification of Accounts and Resource Allocation
   b. Corporate Accounts Alignment
   c. Client Management

Certifications

SMstudy Corporate Sales certifications include Associate, Professional, Specialist and Expert levels. Anyone interested in learning about Corporate Sales can earn these certifications.

SMstudy **SCCS-A**
Corporate Sales Associate

SMstudy **SCCS-P**
Corporate Sales Professional

SMstudy **SCCS-S**
Corporate Sales Specialist

SMstudy **SCCS-E**
Corporate Sales Expert

SMstudy Certification Overview

Four levels of certifications for each Aspect to ensure relevance to a diverse audience.

Certification Levels	Examination Format	Audience Profile	Prerequisites
Expert Level	• Multiple choice • 180 questions • No negative marks for wrong answers • 240 minutes duration • Proctored online exam	This certification is appropriate for Sales and Marketing professionals interested in becoming SMstudy certified Sales and Marketing Experts.	The candidate should have a minimum of five years work experience. It is necessary to complete the SMstudy® Specialist level certification and study all processes from the SMstudy Guide before applying for the SMstudy® Expert level certification.
Specialist Level	• Multiple choice • 140 questions • No negative marks for wrong answers • 180 minutes duration • Proctored online exam	This certification is appropriate for Sales and Marketing professionals interested in becoming Sales and Marketing Specialists.	The candidate should have a minimum of three years work experience. It is preferable to complete the SMstudy® Professional level certification and study all processes from the SMstudy Guide.
Professional Level	• Multiple choice • 100 questions • No negative marks for wrong answers • 120 minutes duration • Proctored online exam	This certification is appropriate for anyone interested in becoming Sales and Marketing Professionals.	It is preferable to complete the SMstudy® Associate level certification and study the recommended processes from the SMstudy Guide.
Associate Level	• Multiple choice • 40 questions • One mark awarded for every right answer • No negative marks for wrong answers • 30 questions must be answered correctly to pass	Anyone interested in learning more about Sales and Marketing can take this course and exam for free.	There is no formal prerequisite for this course.

SCRUMstudy

Targeting success

Global Accreditation Body for Scrum and Agile Certifications

Scrum is an iterative and incremental Agile framework for delivering projects successfully.

A scrum (short for scrummage) is a method of restarting play in the game of rugby.

Overview of Scrum

Scrum is the most popular Agile framework. It is an adaptive, iterative, fast, flexible, and effective method designed to deliver significant value quickly and throughout a project.

Scrum ensures transparency in communication and creates an environment of collective accountability and continuous progress. The Scrum framework, as defined in the *SBOK™ Guide*, is structured in such a way that it supports product and service development in all types of industries and in any type of project, irrespective of its complexity.

A Scrum project involves a collaborative effort to create a new product, service or other result as defined in the Project Vision Statement. Projects are impacted by constraints of time, cost, scope, quality, resources, organizational capabilities and other limitations that make them difficult to plan, execute, manage and ultimately succeed. However, successful implementation of the results of a finished project provides significant business benefits to an organization. It is therefore important for organizations to select and practice an appropriate project delivery approach.

A key strength of Scrum lies in its use of cross-functional, self-organized and empowered teams who divide and execute their work in short, concentrated work cycles called Sprints. The focus of Scrum on value-driven delivery helps Scrum Teams deliver results as early in the project as possible.

Scrum Flow for one Sprint
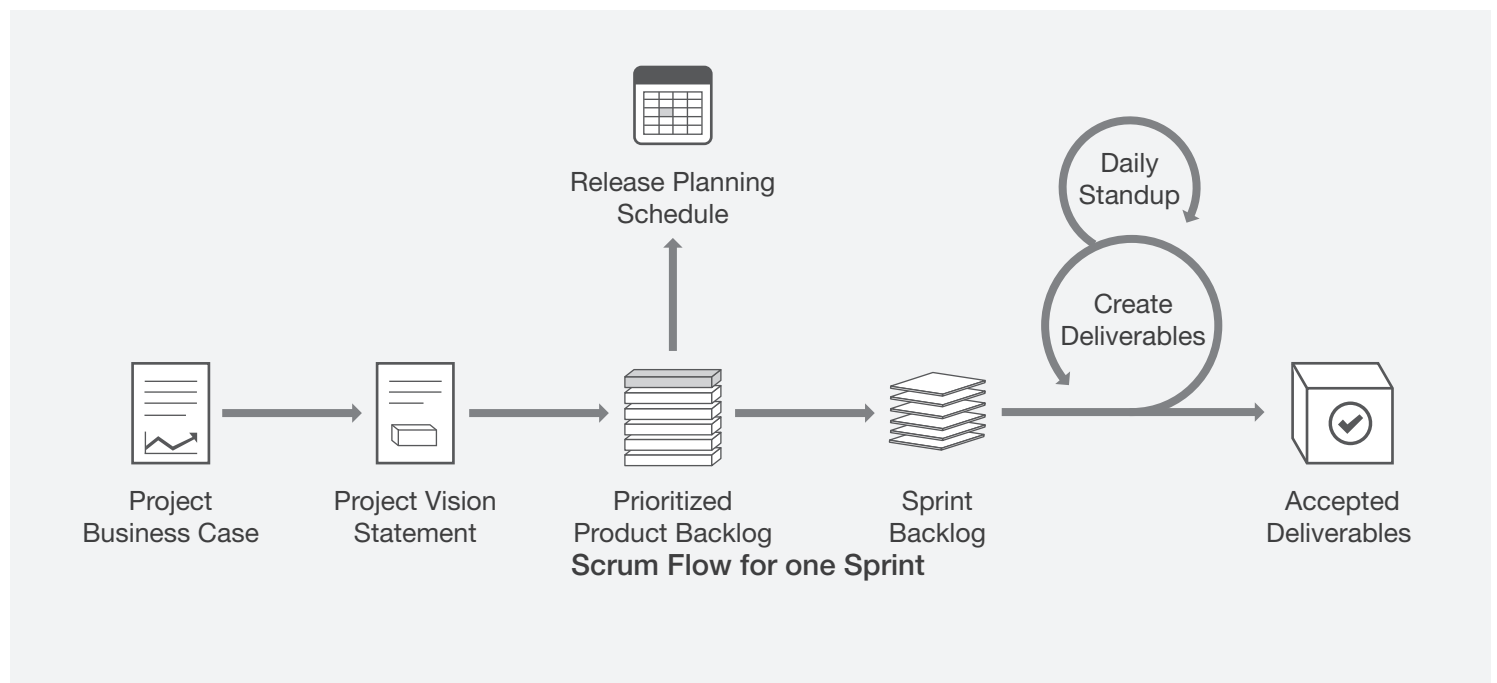
Google Trends Analysis

Scrum is more popular than PMP® or PRINCE2®

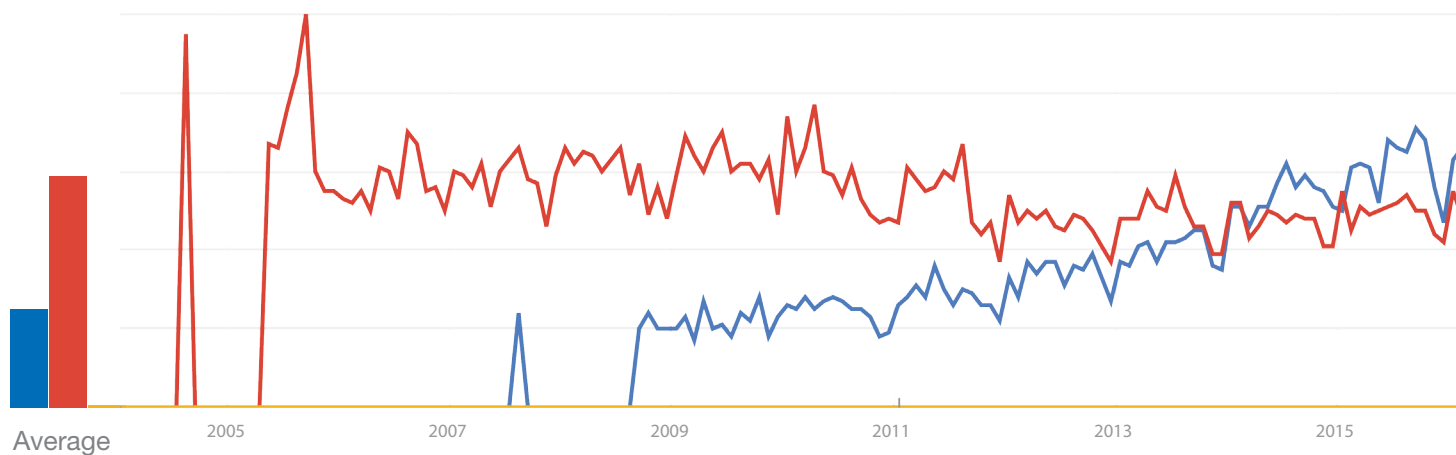| United States ▼	2004 - present ▼	Jobs & Education ▼	Web Search ▼

Compare   Search terms ▼

| Scrum
Search term | PMP
Search term | PRINCE2
Search term | + Add terms |
|---|---|---|---|

Interest over time

Average   2005   2007   2009   2011   2013   2015

How to generate this graph?

Step 1: Visit www.google.com/trends

Step 2: Compare Scrum, PMP and PRINCE2

Step 3: From the top menu, change the Country to "United States" and the Category to
"Jobs & Education"

Scrum vs. Traditional Project Management

Differences between Scrum and traditional project management models
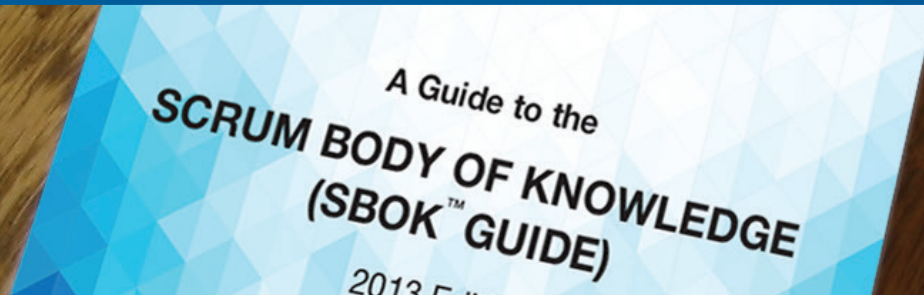
	Scrum	Traditional Project Management
Emphasis	On people	On processes
Documentation	Minimal—only as required	Comprehensive
Process style	Iterative	Linear
Upfront planning	Low	High
Prioritization of requirements	Based on business value and regularly updated	Fixed to the Project Plan
Quality assurance	Customer-centric	Process-centric
Organization	Self-organized	Managed
Management style	Decentralized	Centralized
Change	Updates to Prioritized Product Backlog	Formal Change Management System
Leadership	Collaborative, Servant Leadership	Command and control
Performance measurement	Business value	Plan conformity
Return on Investment (ROI)	Early, throughout project life	End of project lifecycle
Customer involvement	High, throughout the project	Varies, depending on the project lifecycle

Why Use Scrum?

Some of the key benefits of using Scrum

?

Adaptability
Empirical process control and iterative delivery make projects adaptable and open to incorporating change.

Transparency
All information radiators such as Scrumboards and Sprint Burndown Charts are shared, leading to an open work environment.

Continuous Feedback
Continuous feedback is provided through the *Conduct Daily Standup* and *Demonstrate and Validate Sprint* processes.

Continuous Improvement
The deliverables are improved progressively in each Sprint, through the *Groom Prioritized Product Backlog* process.

Faster Problem Resolution
Problems are resolved quickly due to collaboration between cross-functional teams.

Efficient Development Process
The development process is efficient due to time-boxing and minimization of nonessential work.

Sustainable Pace
Scrum processes are designed such that the people involved can work at a sustainable pace that they can, in theory, continue indefinitely.

Early Delivery of High Value
The *Create Prioritized Product Backlog* process ensures that the highest value requirements of the customer are satisfied first.

Motivation
The *Conduct Daily Standup* and *Retrospect Sprint* processes lead to greater levels of motivation among employees.

Effective Deliverables
The *Create Prioritized Product Backlog* process and regular reviews after creating deliverables ensure effective deliverables to the customer.

Customer-centric
Emphasis on business value and a collaborative approach to stakeholders ensure a customer-oriented framework period.

High-Trust Environment
The Conduct Daily Standup and *Retrospect Sprint* processes promote transparency and collaboration, leading to low friction among employees.

Collective Ownership
The *Approve, Estimate, and Commit User Stories* process allows team members to take ownership of the project and their work, leading to better quality.

Continuous Delivery of Value
Iterative processes enable the continuous delivery of value through the *Ship Deliverables* process as frequently as the customer requires.

High Velocity
A collaborative framework enables highly skilled cross-functional teams to achieve their full potential and high velocity.

Innovative Environment
The *Retrospect Sprint* and *Retrospect Project* processes create an environment of introspection and learning, leading to innovation and creativity.
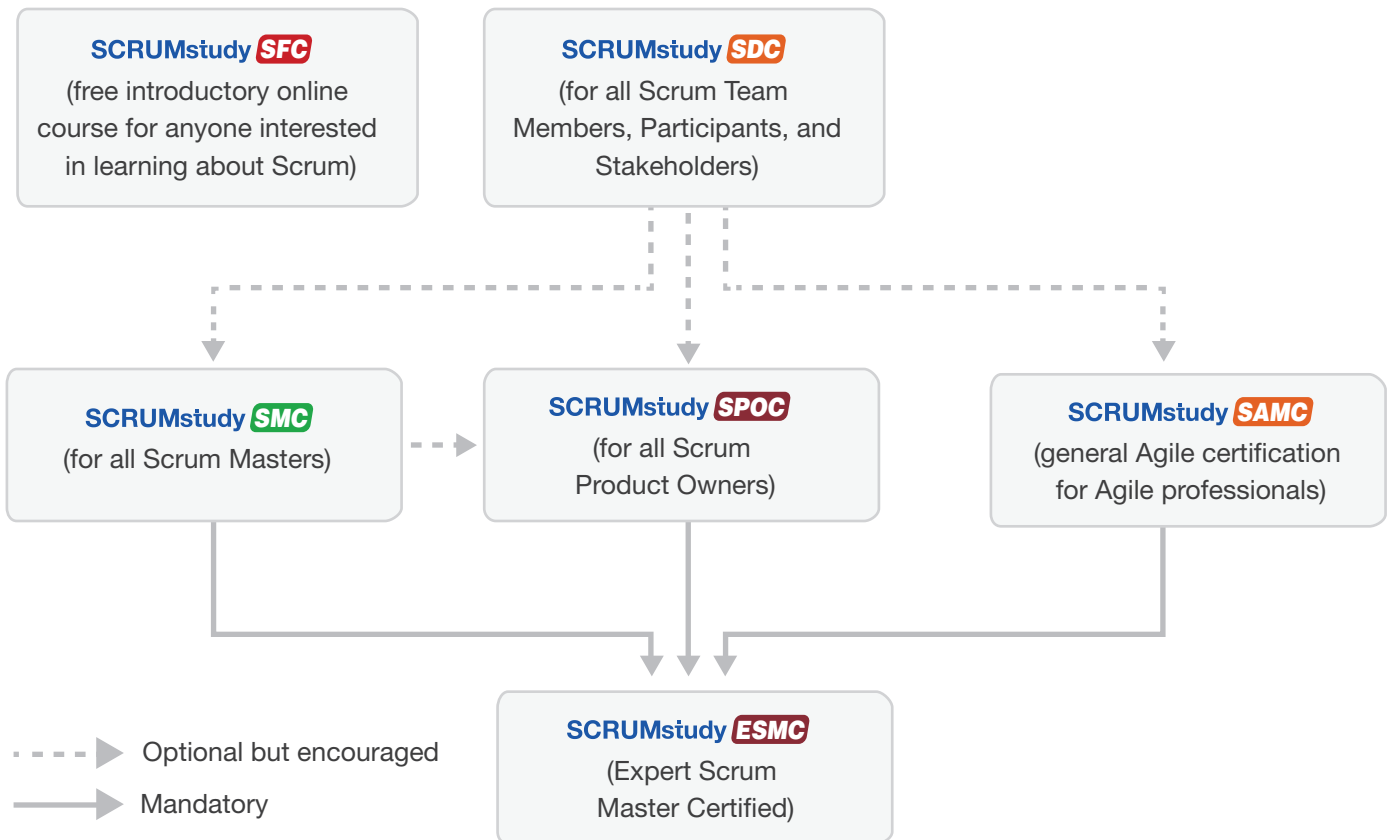
Why SCRUMstudy?

11 reasons why SCRUMstudy is the best Scrum accreditation body

Parameters	SCRUMstudy Scrum/Agile Certifications
1. Most popular and widely accepted	• VMEdu® has trained more than 500,000 students in delivering successful projects • More than 5,000 students certified each month for Scrum/Agile • Largest partner network of 800+ Authorized Training Partners (V.A.T.P.s)
2. Based on *Scrum Body of Knowledge (SBOK™ Guide)*	• All exams are based on *A Guide to the Scrum Body of Knowledge (SBOK™ Guide)* • This guide is the definitive and detailed industry guide endorsed by Scrum experts
3. Industry-wide acceptance	• Applied by organizations in diverse projects spanning an eclectic mix of industries
4. Scalable Scrum	• Enables practitioners to scale Scrum to the Portfolio and Program levels, aligned to the way organizations work
5. Established name in Scrum/Agile certifications	• Widest network of V.A.T.P.s globally offering its certifications • Widely reputed and accepted by various Fortune 500 companies such as Apple, IBM, HP, Bank of America, AT&T, Dell, Verizon, Lockheed Martin and PepsiCo
6. Active discussions to share and learn	• Active discussions on LinkedIn, Twitter, Facebook, Google+ and more discussion forums and blogs • Most active Group for Scrum on LinkedIn https://www.linkedin.com/groups/SCRUMstudy-1-Group-Scrum-Agile-6718717
7. Multiple free resources for Scrum & Agile Community	• Wide range of free resources such as 5+ hours of high-quality videos, useful case studies, interactive mobile apps, blogs and articles
8. Free "Scrum Fundamentals Certified" - SFC™ Course	• Free certification includes approximately 10 hours of free online self-study through videos, case studies and guides
9. Credible and standard testing environment	• Certification exams conducted using live online proctoring system to maintain the integrity of the exams
10. Teaching methodology	• Scientifically proven and highly interactive teaching methodology including role-plays, case studies and simulations
11. Experienced SCRUMstudy trainers	• SCRUMstudy Certified Trainers (SCT®) undergo a rigorous assessment process and are required to successfully pass three SCRUMstudy certification exams before they are eligible to teach

Certification Hierarchy

This Certification Hierarchy Diagram shows the mandatory and optional certification needed to move to the next level.

Certification Hierarchy

SCRUMstudy certified professionals help organizations with improved levels of project delivery to increase returns on investment for projects.

Scrum Fundamentals Certified (SFC™)

The Scrum Fundamentals Certified course is tailored to help anyone interested to learn more about Scrum; learn about key concepts in Scrum as defined in the SBOK™ Guide; and to gain a basic understanding of how Scrum framework works in delivering successful projects.

This course is included as part of the Free Primary Lifetime Membership. The purpose of the Scrum Fundamentals Certified exam is to confirm you have a basic understanding of the Scrum framework. Upon passing the exam, you will be accredited as "Scrum Fundamentals Certified." You will also be provided with 10 PMIapproved PDUs.

Syllabus

1. Introduction to Scrum
- Scrum Overview
- Scrum Principles, Aspects and Processes

Examination Format

- Multiple choice
- 40 questions for the exam
- One mark awarded for every correct answer
- No negative marks for incorrect answers
- 60 minutes duration
- Online unproctored exam

Prerequisites

There is no formal prerequisite for this certification.

Maintaining Certification (RCUs)

Not applicable

Audience Profile

Anyone interested in learning more about Scrum can take this course and exam for free.

Scrum Developer Certified (SDC™)

Scrum Developer Certified (SDC™) is an entry-level certification for Scrum Team members and those who interact with any Scrum Team.

The objective of this certification is to ensure that students understand the basics that Scrum Team members need to know in order to effectively contribute to a Scrum project. Upon successful completion of the course, students will be able to apply Scrum effectively as Scrum Team members in Scrum/Agile projects.

Syllabus

1. Introduction to Scrum
- Scrum Overview
- Scrum Principles, Aspects and Processes

2. Organization
- Core Roles and Non-core Roles

3. Business Justification
- Value-Driven Delivery
- Factors used to Determine Business Justification
- Confirm Benefits Realization

4. Quality
- Quality Defined
- Quality, Scope and Business Value
- Quality Management in Scrum

5. Change
- Unapproved and Approved Changes
- Change in Scrum

6. Risk
- Risks and Issues
- Risk Management Procedure

7. Introduction to Scrum Project Phases

8. Initiate
- Create Project Vision Process
- Identify Scrum Master and Stakeholders Process
- Form Scrum Team and Develop Epics processes
- Create Prioritized Product Backlog and Conduct Release Planning Processes

9. Plan and Estimate
- Create User Stories Process
- Approve, Estimate, and Commit User Stories Process
- Create Tasks and Estimate Tasks Processes
- Create Sprint Backlog Process

10. Implement
- Create Deliverables and Conduct Daily Standup processes
- Groom Prioritized Product Backlog Process

11. Review and Retrospect
- Convene Scrum of Scrums Process
- Demonstrate and Validate Sprint Process
- Retrospect Sprint Process

12. Release
- Ship Deliverables and Retrospect Project Processes

13. Scaling of Scrum
- Scalability of Scrum and Mapping Traditional Roles to Scrum

Examination Format

- Multiple choice
- 75 questions
- One mark awarded for every correct answer
- No negative marks for incorrect answers
- 90 minutes duration
- Proctored online exam

Prerequisites

There is no formal prerequisite for this certification.

Maintaining Certification - Recerification Units (RCUs)

25 RCUs every 3 years.

Audience Profile

This is highly recommended for everyone who works in a Scrum Team, interacts with any Scrum Team or is interested in understanding the basics of Scrum and how this method could be used effectively.

Scrum Master Certified (SMC™)

Scrum Master Certified (SMC™) is a certification for Scrum Masters and experienced practitioners needing or wanting more advanced instruction.

The objective of this certification is to confirm that the applicants have achieved sufficient understanding of how to apply Scrum in projects and how to tailor Scrum to a particular scenario.

Syllabus

1. Agile Overview
- The Rise of Agile
- The Agile Manifesto
- Principles of the Agile Manifesto
- Declaration of Interdependence
- Agile Methods
- Agile vs. Traditional Project Management

2. Scrum Overview
- Scrum Principles
- Scrum Aspects
- Scrum Processes
- Scrum Advantages

3. Scrum Roles
- Core Roles
  - i. Product Owner
  - ii. Scrum Master
  - iii. Scrum Team
- Non-core Roles

4. Scrum Phases
- Initiate
- Plan and Estimate
- Implement
- Review and Retrospect
- Release

5. Scaling Scrum
- Scalability of Scrum
- Scrum in Programs and Portfolios
- Scrum of Scrums (SoS) Meeting
- Transition to Scrum
- Mapping Traditional Roles to Scrum
- Maintaining Stakeholder Involvement
- Importance of Executive Support

Examination Format

- Multiple choice
- 100 questions
- One mark awarded for every correct answer
- No negative marks for incorrect answers
- 120 minutes duration
- Proctored online exam

Prerequisites

Preferably SDC™ certified.

Maintaining Certification - Recertification Units (RCUs)

40 RCUs every 3 years.

Audience Profile

This certification is appropriate for anyone who is interested in working as a Scrum Master, or who is already a Scrum Master in his/her organization.

Scrum Product Owner Certified (SPOC™)

Scrum Product Owner Certified (SPOC™) is a certification for Product Owners and experienced practitioners who represent the business interests in a project.

The Scrum Product Owner Certified (SPOC™) certification is designed to confirm the applicant's practical knowledge of Scrum that equips them to understand business aspects and interact with multiple stakeholders in a Scrum environment.

Syllabus

1. **Agile Overview**
    - What is Agile? and Why use Agile?
    - The Agile Manifesto and its Principles
    - Declaration of Interdependence
    - Agile vs. Traditional Project Management
    - Agile Methods

2. **Scrum Overview**
    - Planning in Scrum
    - Scrum Framework
    - Scrum Roles
    - Scrum Flow

3. **Initiate**
    - Create Project Vision
    - Identify Scrum Master and Stakeholders
    - Form Scrum Team
    - Develop Epics
    - Create Prioritized Product Backlog
    - Conduct Release Planning

4. **Plan and Estimate**
    - Create User Stories
    - Approve, Estimate and Commit User Stories
    - Create Tasks
    - Estimate Tasks
    - Create Sprint Backlog

5. **Implement**
    - Create Deliverables
    - Conduct Daily Standup
    - Groom Prioritized Product Backlog

6. **Review and Retrospect**
    - Convene Scrum of Scrums
    - Demonstrate and Validate Sprint
    - Retrospect Sprint

7. **Release**
    - Release
    - Ship Deliverables
    - Retrospect Project

Examination Format

- Multiple choice
- 140 questions
- One mark awarded for every correct answer
- No negative marks for incorrect answers
- 180 minutes duration
- Proctored online exam

Prerequisites

There is no formal prerequisite for this certification. However, SDC™ or SMC™ certified professionals will be able to better understand the concepts required for this certification exam.

Maintaining Certification - Re-cerification Units (RCUs)

40 RCUs every 3 years.

Audience Profile

This is highly recommended for anyone who interacts with a Scrum Team, provides business requirements or manages business aspects of a project.

SCRUMstudy Agile Master Certified (SAMC™)

SCRUMstudy Agile Master Certified (SAMC™) professionals possess a wide-ranging knowledge and understanding of the values, methods and intricacies of Agile.

The objective of this certification is to ensure that applicants have the ability to compare and choose the appropriate methodology in a given situation.

Syllabus

1. Introduction

2. Test-Driven Development

3. Agile Overview
a. Agile Defined
b. Why use Agile?
c. Adaptive Project Management
d. The Agile Manifesto
e. Principles of the Agile Manifesto
f. Declaration of Interdependence
g. What has changed?
h. Difference between Waterfall and Agile

4. Scrum Overview
a. Overview of Scrum
b. Brief History of Scrum
c. Why Use Scrum?
d. Scalability of Scrum
e. Scrum Principles
f. Scrum Aspects
g. Scrum Processes
h. Scrum and Kanban

5. Lean Kanban Software Development
a. Introduction
b. Core Values

6. Understanding Lean Software Development
a. Introduction
b. Core Values

c. Practices of Lean Software Development
d. Iterative Development

7. Understanding Kanban
a. Kanban in Software Development
b. Kanban Values
c. Kanban Practices
d. Definition of Lean Kanban
e. Implementing Lean Kanban

8. Domains of Agile Practices
a. Value-Driven Delivery
b. Adaptive Planning
c. Team Performance Practices
d. Agile Tools and Artifacts
e. Participatory Decision Models
f. Stakeholder Engagement
g. Continuous Improvement

9. Crystal
a. Core Values
b. Coles
c. Practices
d. The Process

10. DSDM
a. Core Values
b. Coles
c. Practices

11. Best Fit Analysis Tool

12. Comparison of Agile Methods

Examination Format

- Multiple choice
- 100 questions per exam
- One mark awarded for every correct answer
- No negative marks for incorrect answers
- 120 minutes duration
- Proctored online exam
- Current Pass Rate: 93%

Prerequisites

There is no formal prerequisite for this certification. However, SDC™ or SMC™ Certified professionals will be able to better understand the concepts required for this certification exam.

Maintaining Certification (RCUs)

40 RCUs every 3 years.

Audience Profile

This certification is appropriate for anyone who is interested in working as a Scrum Master or who is already a Scrum Master in an organization.

6sigmastudy

6sigmastudy is a Global Certifying Authority for Six Sigma Black Belt/Lean Black Belt and Yellow Belt Certifications.

6sigmastudy combines modern technology with innovative methods of course delivery to simplify Six Sigma concepts. Prepared and reviewed by certified Six Sigma experts, 6sigmastudy provides the best training resources to turn students into Six Sigma experts.

Six Sigma Yellow Belt

The Six Sigma Yellow Belt course is tailored to help anyone interested to know what Six Sigma is; learn key concepts in Six Sigma; and to get a basic understanding of how Six Sigma framework works in delivering successful projects.

Six Sigma Green Belt

This course is highly recommended for employees and organizations requiring a standardized approach to problem solving for the purpose of continuous improvement in Quality Management.

Six Sigma Black Belt

This certification is highly recommended for employees and professionals who who want to develop a comprehensive understanding of practical implementation of Six Sigma methodologies with the help of various tools and techniques for the purpose of continuous improvement in processes to achieve fewer than 3.4 defects in a million opportunities.

Six Sigma Lean Black Belt

This certification is highly recommended for employees and professionals who need to develop a comprehensive understanding of the practical implementation of Lean Six Sigma with the help of various tools and techniques for the purpose of continuous improvement in processes and products.

Our Partners

VMEdu has more than 800 partners including Corporates, Colleges and Training Companies in 50+ countries.
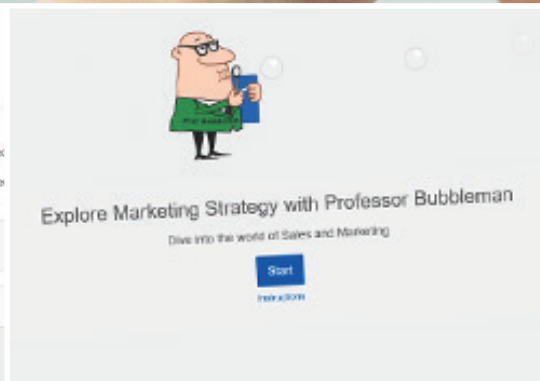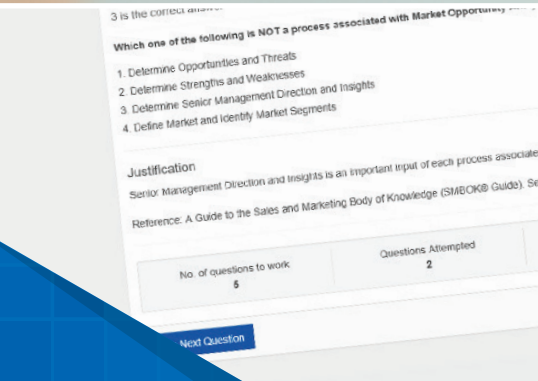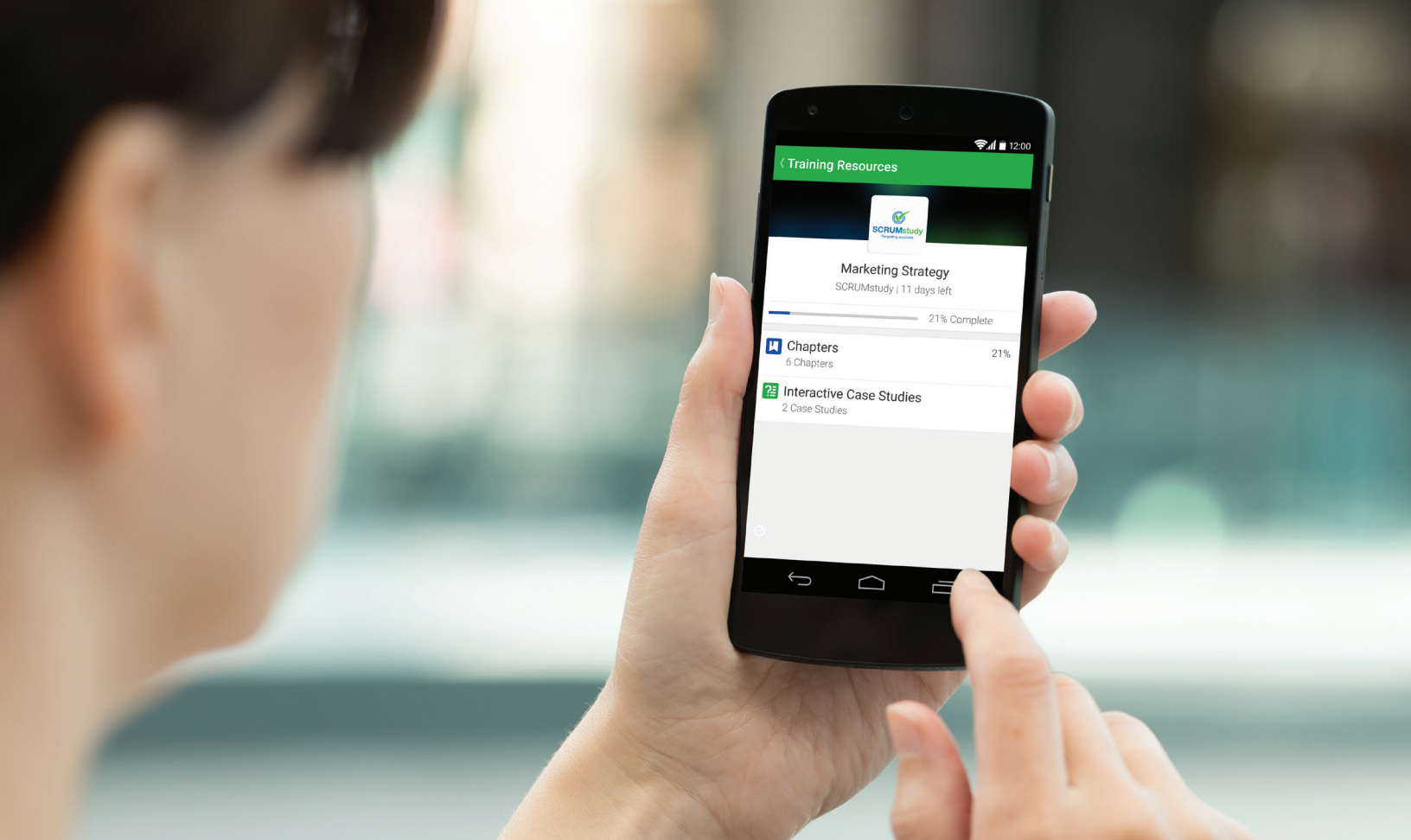
Shown below are some of the corporates, colleges and training companies which have partnered with VMEdu.

Corporates

BlueCross BlueShield	FARMERS	TAPESTRY SOLUTIONS	Sandia National Laboratories
JPMorgan	accenture	LMI Complex Problems. Practical Solutions.	AMERICAN EXPRESS

Colleges

Canyon State Institute	IEEE computer society	University of Phoenix	UAEU
CAPELLA UNIVERSITY	UNIVERSITY OF Redlands	UNIVERSITY OF LA VERNE Extended Learning	Idaho State UNIVERSITY Continuing Education Workforce Training

Training Companies

New Horizons Computer Learning Centers	PINK	Global Knowledge	itSM Solutions
PM-Partners group	Nityo Infotech Transforming Business Intelligence	IT INSTITUTE Advanced Information Technology Center	E-quality

Contact Us

Web: www.vmedu.com

E-mail: partner@vmedu.com

support@vmedu.com (for general enquiries)

Address: VMEdu Inc., 410 N. 44th Street, Suite 240 Phoenix, AZ 85008