

NEWS RELEASE
For Immediate Release
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Marketing Certification Program Now Available for Construction

Naperville, IL—December 13, 2011—The Construction Marketing Association (CMA) announces the availability of a certification program, the **Certified Construction Marketing Professional (CCMP)**.

The program awards a ***Certificate in Construction Marketing***, along with the license to use the professional designation, CCMP. A comprehensive marketing handbook is provided to program registrants, who are required to pass a rigorous examination.

Professional certification benefits both the manager and the sponsoring company by providing advanced training, exposure to best practices, and recognition. The program is designed for marketing managers and executives of brands (e.g., building products, equipment, etc) that target the construction industry, or that work for architectural, engineering or construction firms. Program fees are \$790 for non-members, and \$690 for Construction Marketing Association members. Group rates are available on request. For more information, [link here](#).

In development for nearly two years, the program covers all aspects of marketing, from strategic initiatives of planning, research and results measurement, to all types of tactical marketing implementation. The program offers separate content for dealer marketing, retail home improvement marketing, and marketing architectural, engineering and construction (A/E/C) services.

Informational webcast seminars are scheduled for both January and February including the **Construction Marketing Handbook Preview webcast**, scheduled for **Tuesday, January 17, 2012, 1 pm CST**. Free to both CMA members and non-members.

To **register** for the **Construction Marketing Handbook Preview Webcast**, link to: http://www.constructionmarketingassociation.org/CMI_Events.cfm.

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ABOUT CMA

The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. CMA sponsors the annual Construction Marketing STAR Awards, and Construction Marketer of the Year Awards. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the award-winning [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.

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