The Application for
Registered Marketing Professional Certification Exam 2019-2020
is now OPEN!
WHO WE ARE?

Junior Achievement of the Philippines, Inc. (JA Philippines) – A member of JA Worldwide® is the world largest organization dedicated to educating students about workforce readiness, entrepreneurship and financial literacy through experiential, hands-on programs. Since 1919, more than 93 million students have participated in Junior Achievement round the world. In partnership with business and educators, Junior Achievement of the Philippines seeks inspire and prepare young people to succeed in the global economy.

JA Philippines will launch the Registered Marketing Professional® (RMP) Certification Program, its latest innovative project aimed at leveling up business and corporate-geared education in the Philippines. Since 1969, JA has been championing fundamental business education and entrepreneurial values formation for the Filipino youth, in order to continuously nurture a solid economic bedrock for the country generations of achievers who come out of school fully prepared for the business and corporate environments they will face and help recreate.

The RMP certification program is a joint project of the JA Philippines with more than 50 top member corporations and its umbrella organization, the Chartered Association of Marketing and Business Professionals, a group of leaders and practitioners in the marketing and business field.
What is RMP Certification Program?

The Registered Marketing Professional (RMP) Certification Program is a certification exam for marketing students (who are about to enter the job market), marketing fresh graduates and currently working (has no doctorate degree). It works like licensure exam give prospective employers a peek into applicants’ knowledge of marketing concepts and skills are marketing professionals. It has two parts: Theoretical (40%) and Case Analysis (60%). Theoretical part check on what students have learned so far in the school while in Case Analysis part features case studies that test students’ abilities to apply those concepts into real-life work situation. The case studies and theoretical part of the exams are prepared by industry practitioners working for the top corporations in the country and reputable International academic partners.

The exam covers various topics in Marketing including Advertising, Services Marketing, Brand Management, E-Marketing, Marketing Management and Services Marketing.

The passing rate is 60%.
Benefits of RMP Certification:

- “Registered Marketing Professional” title to your name
- Gets them hired immediately as they are given priority by hiring managers
- Validates your knowledge and skill level
- Builds self-confidence
- Demonstrates your competency to prospective employers

Requirements:

- Accomplished Application Form
- Payment
Payment Details:

Refer to the table below for examination fees:

<table>
<thead>
<tr>
<th>Examination</th>
<th>Description</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>RMP (member school)</td>
<td>Registration</td>
<td>Php 2,900.00</td>
</tr>
<tr>
<td>RMP (non-member school)</td>
<td>Registration</td>
<td>Php 7,900.00</td>
</tr>
</tbody>
</table>

1. **Cash Payment JA Philippines office**
   - You may pay directly at the JA Philippines office *(Unit 606 Metropolitan Terraces Condominium, Metropolitan Ave., cor Sacred Heart St., San Antonio Village Makati 1203)*. An official receipt (O.R.) shall be issued for every payment, and shall serve as your proof of payment.

2. **RCBC Bank Deposit**
   - Examinees can pay using our Rizal Commercial Bank Corporation (RCBC) account.
Procedure:

A. Go to any RCBC branch nationwide.

B. Fill out a Deposit slip.

C. The organization’s bank account details at RCBC are as follows:

   Account Name: Junior Achievement of the Philippines, Inc.
   Account Number: 003-000-90041-8

D. After the bank validates the deposit slip, send the scanned copy of the Deposit Slip with your name written on it (as proof of payment) and Accomplished Application Form to Mr. John Nasir Garnace coordinator12@japionline.org with SUBJECT: RMP Requirements 2019-2020.

E. Upon receipt of the scanned copy of your RMP requirements, Mr. John Nasir Garnace will send you an Acknowledgement Message.

F. Deadline of Payment: October 4, 2019 until 5:00pm only

NOTE: Exam Permit will be given at the exam day.
MEMBER SCHOOLS

Araullo University – Cabanatuan City
Adamson University
Angeles University Foundation Ateneo de Davao
University Ateneo de Manila University
Batangas State University – Lipa Campus
Cagayan State University – Andrews Campus
Cavite State University – Imus Campus
Centro Escolar University – Makati
Centro Escolar University – Manila
Chiang Kai Shek College
City Colleges of Angeles
Colegio de San Juan de Letran
Colegio San Agustin
College of Saint Benilde
Concordia College
De La Salle Araneta University
De La Salle – Lipa
De La Salle University – Dasmariñas
De La Salle University – Manila
Devine Word Colleges – Laoag Campus
Dr. Yanga’s Colleges, Inc.
Far Eastern University – Cavite
Far Eastern University – Diliman
Far Eastern University – Manila
Holy Angel University
Holy name University Informatics - Quezon City
Lorma Colleges
Lyceum of the Philippines University – Cavite
Lyceum of the Philippines University – Manila
Manuel S. Enverga University Foundation
Mariano Marcos State University
Miriam College
National University
New Era University
Pamantasan ng Lungsod ng Marikina
Pamantasan ng Lungsod ng Maynila
Pamantasan ng Lungsod ng Muntinlupa
Pasig Catholic College
Philippine Christian University
Philippine School of Business Administration – Manila
Philippine Women’s University
Polytechnic University of the Philippines- Taguig
Polytechnic University of the Philippines- Manila
Polytechnic University of the Philippines Maragondon
Polytechnic University of the Philippines- San Pedro
Polytechnic University of the Philippines- Sta. Rosa
Rizal Technological University
Saint Louis University – Baguio
Saint Paul University Philippines
San Beda University – Alabang
San Beda University – Manila
San Pedro College of Business Administration
Santa Isabel College
Sienna College
Southville International School & Colleges
St. Dominic College of Asia
St. Joseph’s College of Quezon
City St. Louis College of La Union
St. Paul University – Quezon City
St. Paul University – Manila
Tarlac State University
Technological University of the Philippines
Technological Institute of the Philippines – QC
Technological Institute of the Philippines – Manila
Treston International College
Trinity University of Asia
University of Asia and the Pacific
University of Baguio
Universidad de Sta. Isabel – Naga City
University of Cagayan Valley
University of Saint Louis Tuguegarao
University of the Cordilleras
University of the East – Manila
University of Santo Tomas
University of the Philippines - Diliman
EXAMINATION SCHEDULE
(Manila)

Date: November 9, 2019 (Saturday)
Time: 1:00PM to 7:00PM

TESTING VENUE

Asian Institute of Management Conference Center
(3/F SGV Hall, Benavidez cor. Trasierra St., Lagaspi Village, Makati City)

A. For more information regarding School Membership and Specials Concerns, please contact:
   In-charge: Ms. Camille Dator
   Tel No.: (02) 243-2483
   Mobile No.: 0961 279 8284 (Smart)
               0927 853 9302 (Globe)
   Email: coordinator8@japionline.org

B. For General Information regarding the examination, please contact:
   In-charge: Mr. John Nasir Garnace
   Tel No.: (02) 243-2483
   Mobile No.: 0961 279 8284 (Smart)
               0927 853 9302 (Globe)
   Email: coordinator12@japionline.org
   FB Page: https://www.facebook.com/JuniorAchievementPH
RMP Review Center

- **Marketing Mavericks**: Mr. Ronald Untivero (0932-870-7125)
- **Success Institute**: Mr. Orly Ballesteros (0920-981-4376) / (632) 643-3887
- **Satur Events Marketing and Management Solutions**: Mr. Nicanor C. Satur Jr. (0917-821-3410)

RBP Review Center

- **BizEd**: Dr. Jean Paolo Lacap (0922-624-0225 / 0927-983-4055)
- **Center for Academic Training and Review School (RBP Pampanga)**: Dr. Ramon Quito (0917-803-5381)
- **Manila**: Ms. Cristy Oreta (0917-897-6118)

Other:

- **Saint Louis University**: Prof. April Gumnad (0947-998-8660) exclusive for SLU students and alumni
- **University of Santo Tomas**: Exclusive for UST Students and Alumni
- **Colegio de San Juan de Letran**: Asst. Prof. Kenji Asano Jr. (Exclusive for Letran students and alumni)

NOTE: FOR REVIEW CENTER CONCERNS, please contact them directly.
RECOMMENDED BOOKS

Here are the recommended books:

Advertising and Promotion: An Integrated Marketing Communication Perspective
8th Edition or higher by Belch and Belch (McGrawhills Education)

E-Marketing
5th Edition or higher by Judy Strauss and Raymond Frost (Pearson Eduaction)

Strategic Brand Management
3rd Edition or higher Kevin Lane Keller (Pearson Education)

Marketing Management
12th Edition or Higher by Kotler and Keller (Pearson Education)

Services Marketing
7th Edition or Higher by Christopher Lovelock and Jochen Wirtz (Pearson Education)

Sales Force Management
7th Edition or Higher Mark W. Johnston and Greg W. Marshall (McGrawhill Education)