

PCM[®] Content Marketing

Body of Knowledge



AM> | AMERICAN MARKETING
ASSOCIATION
Professional Certified Marketer[®]

Overview

About the AMA PCM® Program

The American Marketing Association [Professional Certified Marketer \(AMA PCM®\)](#) exams are created using a Body of Knowledge format, which outlines the responsibilities of and knowledge needed by today's marketing professional in the specific topic.

Below is an outline of the seven major content areas, or domains, of the **AMA PCM®, Content Marketing Body of Knowledge** with an indication of the approximate percentage of the test devoted to each domain.

Each domain is further organized into topics and learning objectives. The following pages detail the domains, topics, and learning objectives and provide recommended reading and a list of key terms to study as you prepare for the PCM® exam.

AMA PCM®, Content Marketing Domains

DOMAIN 1: STRATEGY	20%
DOMAIN 2: PLANNING	20%
DOMAIN 3: PRODUCTION	20%
DOMAIN 4: PROMOTION	20%
DOMAIN 5: MEASUREMENT	20%

DOMAIN 1: STRATEGY

Learning Objectives

Learn how to define and identify the business or organizational value of content marketing, transition your efforts to a digital landscape, and outline a roadmap to content marketing success beginning with goals and concluding with an actionable measurement system.

Recommended Preparation

AMA-Approved Learning Path provided by LinkedIn Learning

- [Content Marketing Foundations](#)
- [Content Marketing ROI](#)
- [UX Foundations - Content Strategy](#)

DOMAIN 2: PLANNING

Learning Objectives

Learn to plan your content by aligning your goals with appropriate audiences, channels, and content forms. Learn how to develop an editorial production calendar, create and pitch a visual campaign, and produce webinars.

Recommended Preparation

AMA-Approved Learning Path provided by LinkedIn Learning

- [Content Marketing - Staying Relevant](#)
- [Creating Better Blog Content](#)
- [Create an Editorial Calendar](#)
- [Developing Visual Campaigns](#)
- [Learning to Run Webinars](#)

DOMAIN 3: PRODUCTION

Learning Objectives

Learn to leverage content marketing in a variety of written, visual, and audio formats. Learn to improve your content headlines and marketing copy for maximum effectiveness.

Recommended Preparation

AMA-Approved Learning Path provided by LinkedIn Learning

- [Content Marketing: eBooks](#)
- [Content Marketing: Photos](#)
- [Content Marketing: How to Podcast](#)
- [Content Marketing: Blogs](#)
- [Content Marketing: Video](#)
- [Creating Better Blog Content](#)
- [Writing Headlines](#)
- [Learning to Write Marketing Copy](#)

DOMAIN 4: PROMOTION

Learning Objectives

Learn best practices on optimizing, distributing, and promoting your content. Generate targeted visibility and engagement through newsletters, social media, and off-page search engine optimization.

Recommended Preparation

AMA-Approved Learning Path provided by LinkedIn Learning

- [Content Marketing: Newsletters](#)
- [Content Marketing: Social Media](#)
- [Jonah Berger on Viral Marketing](#)
- [Marketing Foundations: Influencer Marketing](#)
- [Marketing & Monetizing on YouTube](#)
- [SEO Foundations](#)

DOMAIN 5: MEASUREMENT

Learning Objectives

Learn to identify and measure key performance indicators (KPI), track performance—traffic, conversions, engagement—with Google Analytics and other platforms.

Recommended Preparation

AMA-Approved Learning Path provided by LinkedIn Learning

- [Content Marketing ROI](#)
- [Google Analytics Essential Training](#)

KEY TERMS FOR THE ENTIRE PROGRAM

- 301 redirect
- 4-1-1 Rule
- Blog
- Bounce rate
- Brand advocates
- Click-through rate
- Content calendar
- Content curation
- Content delivery network
- Content gating
- Content management system
- Content syndication
- Creative Commons licensing
- Customer journey
- Data storytelling
- Data visualization
- Editorial calendar
- Engagement rate
- Google Webmaster Tools
- Influencers
- Influencer marketing
- Keyword research
- Link building
- Marketing persona
- Meta description
- Micro narrative
- Microformats
- Micro-influencers
- Microsite
- Podcasting
- Rel=canonical tag
- Responsive web design
- Sales funnel
- Search engine optimization (SEO)
- Social scoring
- STEPPS
- Style guide
- Title tag
- TOFU, MOFU, BOFU content
- User-generated content (UGC)
- UTM parameters
- Visual communication campaign
- Website analytics
- Word-of-mouth

Confidence Prepared

The Professional Certified
Marketer® Program



If you have additional questions after reviewing this document, please contact us.

American Marketing Association

Professional Certified Marketer Program

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