

FINAL CMP PRACTICE ANALYSIS & TEST SPECIFICATIONS

The following table identifies the proportion of questions from each domain that will appear on the examination. These percentages are used to determine the number of questions related to each domain that should appear on the multiple-choice format examination.

Domain	Percentage
Communication Ethics	6
Communication Research and Analysis	24
Communication Strategy and Engagement	34
Consistency and Strategic Implementation	17
Communication Measurement	19

Domain 1: Communication Ethics (6 percent)

As representative of management, communication professionals engage in communication that is legal, truthful, accurate and fair facilitating respect, mutual understanding and meaningful two-way communication among the organization and its stakeholders.

The Communication Ethics domain is based on the requirement for communication professionals to understand and practice the highest standards of professional behavior, communicate with sensitivity to cultural values and beliefs and apply ethics within their roles.

Tasks	Communication ethics (6%)
Task 1	Communicate with sensitivity to cultural values and beliefs
Task 2	Communicate according to ethical standards
Task 3	Determine and explain actions to take when issues arise that have the potential to impact the reputation of the organization
Task 4	In the context of professional communication, apply laws affecting privacy, copyright, plagiarism, confidentiality, conflict of interest and disclosure.

The competent and effective performance of these tasks requires

knowledge of: K-1 *IABC Code of Ethics for Professional Communicators*

K-2 Laws, regulations and practices pertaining to copyright, plagiarism, confidentiality, privacy and disclosure

K-3 Knowledge of the organization or client's responsibilities with respect to ethical conduct

Domain 2: Communication Research and Analysis (24 percent)

Communication professionals research and evaluate how to serve and promote the organization most effectively and then offer recommendations supported by direct and secondary evidence.

Tasks	Communication Research and Analysis (24%)
Task 1	Choose appropriate research methodology based on the needs of the project

Task 2	Research, benchmark and analyze the business and communication environment and against needs and opportunities
Task 3	Determine and analyze the audience characteristics and mindset in relation to the communication opportunity
Task 4	Interpret and apply the results to inform the communication strategy, aligning key business indicators with communication campaigns

The competent and effective performance of these tasks requires knowledge of:

- K-4 Organization strategic direction, key performance indicators and business needs
- K-5 Mission, vision goals and brand of the organization
- K-6 Organization structure, culture (s) and operations
- K-7 Laws and regulations pertaining to the organization
- K-8 Audience analysis, mapping and segmentation
- K-9 Characteristics and cultures of key stakeholder
- K-10 External environment (e.g. competition, industry groups, political environment, media) K-11 Business principles and the role of communication in sustainable business
- K-12 Communication research, measurement and analytical methodologies

Domain 3: Communication Strategy and Stakeholder Engagement (34 percent)

A communication professional identifies and communicates with employees, customers, shareholders, regulators, government agencies and other groups with an interest in the organization’s activities. All these groups have the potential to change the organization’s results. The communication professional fosters and nourishes relationships with them that will support the organization’s mission and goals and uses dialogue to tell the organization’s story and garner support.

Tasks	Communication Strategy and Stakeholder Engagement (34%)
Task 1	Develop communication strategies and tactics that are consistent with the results of the research and analysis and aligned with business and audience needs
Task 2	Present the business need or opportunity and the strategic communication approach
Task 3	Establish measurable objectives to provide direction and deliver meaningful communication outcomes and outputs
Task 4	Describe the audience characteristics in relation to the communication strategy
Task 5	Create key messages to reinforce the objectives of the program
Task 6	Define tactics that are consistent with research findings, the business need and audience preferences
Task 7	Identify and use the most effective communication channels, vehicles and media for audiences
Task 8	Develop a communication budget
Task 9	Collaborate with internal and external partners

The competent and effective performance of these tasks requires knowledge of:

- K-4 Organization strategic direction, key performance indicators and business needs
- K-5 Mission, vision goals and brand of the organization
- K-8 Audience analysis, mapping and segmentation
- K-11 Business principles and the role of communication in sustainable business
- K-13 Strategic communication planning methodologies
- K-14 Channel selection and planning
- K-15 Strengths and weaknesses of communication vehicles in relationship to the audience

- K-16 Message development
- K-17 Differences between goals, objectives, tactics and supporting strategies
- K-18 Decision techniques, models and methodologies
- K-19 Outcomes and outputs
- K-20 Basic financial principles and communication budgeting
- K-21 Engagement, collaboration and facilitation skills
- K-22 Communication theories and methodologies
- K-23 Communication practices and trends

Domain 4: Communication Implementation (17 percent)

The communication professional implements a strategic solution based on the management of tactical elements that demonstrate alignment with the communication strategy. Knowledge of the communication profession, project management skills and the ability to align the tactical implementation with the strategic approach is core to the success of the strategy to deliver meaningful results.

Acting as the organization’s voice, a communication professional expresses a single, consistent story for internal and external audiences. This narrative is clear and compelling, it reflects the input and perspectives of diverse stakeholders, and it furthers the organization’s mission. A communication professional integrates information and inspiration for this narrative from people with diverse perspectives and ensures that communications are culturally appropriate to each audience.

Tasks	Communication Implementation (17%)
Task 1	Develop and implement tactical project plans, manage budgets and human resources, set and meet deadlines
Task 2	Advise on the effective use of communication platforms and messaging and manage communication channels
Task 3	Create clear and concise content and manage content across channels
Task 4	Edit copy, prepare presentations, design and layout documents
Task 5	Engage stakeholders and manage relationships with them
Task 6	Monitor, analyze and modify the implementation of the communication program

The competent and effective performance of these tasks requires knowledge of:

- K-4 Organization strategic direction, key performance indicators and business needs
- K-5 Mission, vision goals and brand of the organization
- K-6 Organization structure, culture(s) and operations
- K-7 Laws and regulations pertaining to the organization
- K-14 Channel selection and planning
- K-15 Strengths and weaknesses of communication vehicles in relationship to the audience
- K-16 Message development
- K-20 Basic financial principles and communication budgeting
- K-24 Effective and diverse writing skills that convey a credible, clear, concise, persuasive messages
- K-25 Advanced editing techniques
- K-26 Project planning and management including resource management (financial, human resources, time)
- K-27 Tactical communication planning
- K-28 Relationship management techniques

Domain 5: Communication Measurement (19 percent)

Communication professionals gauge their results using clear qualitative and quantitative measures that can be duplicated. By measuring the impact of communication strategies and activities against the business needs, communicators demonstrate the value of strategic communication as a key driver of business success.

Tasks	Communication Measurement (19%)
Task 1	Select and use tools and techniques to measure communication results
Task 2	Measure and analyze outputs and outcomes of communication campaigns against the intended results
Task 3	Compare and analyze results against benchmarks and objectives based on the business and communication needs identified
Task 4	Analyze the results delivered against the business and communication needs identified and return on investment
Task 5	Present results to stakeholders including recommendations for improvement

The competent and effective performance of these tasks requires knowledge of:

- K-4 Organization strategic direction, key performance indicators and business needs
- K-10 External environment (e.g. competition, industry groups, political environment, media)
- K-12 Communication research, measurement and analytical methodologies
- K-13 Strategic communication planning methodologies
- K-23 Communication practices and trends
- K-29 Communication measurement techniques and standards
- K-30 Techniques for integrating data, outcomes and findings into reports and recommendations
- K-31 Effective report writing
- K-32 Effective presentation skills

*(+/- 3%)

Knowledge Summary

- K-1 *IABC Code of Ethics for Professional Communicators*
- K-2 Laws, regulations and practices pertaining to copyright, plagiarism, confidentiality, privacy and disclosure
- K-3 Organization or client responsibilities with respect to ethical conduct
- K-4 Organization strategic direction, key performance indicators and business needs
- K-5 Mission, vision goals and brand of the organization
- K-6 Organization structure, culture(s) and operations
- K-7 Laws and regulations pertaining to the organization
- K-8 Audience analysis, mapping and segmentation
- K-9 Characteristics and cultures of key stakeholders
- K-10 External environment (e.g. competition, industry groups, political environment, media)
- K-11 Business principles and the role of communication in sustainable business
- K-12 Communication research, measurement and analytical methodologies
- K-13 Strategic communication planning methodologies
- K-14 Channel selection and planning
- K-15 Strengths and weaknesses of communication vehicles in relationship to the audience
- K-16 Message development
- K-17 Differences between goals, objectives, tactics and supporting strategies
- K-18 Decision techniques, models and methodologies
- K-19 Outcomes and outputs

- K-20 Basic financial principles and communication budgeting
- K-21 Engagement, collaboration and facilitation techniques
- K-22 Communication theories and methodologies
- K-23 Communication practices and trends
- K-24 Writing techniques that effectively convey credible, clear, concise, persuasive messages
- K-25 Advanced editing techniques
- K-26 Project planning and management including resource management (financial, human resources, time) K--27 Tactical communication planning
- K-28 Relationship management techniques
- K-29 Communication measurement techniques and standards
- K-30 Techniques for integrating data, outcomes and findings into reports and recommendations
- K-31 Effective report writing