

BPMA Education

About our Education Programme

The BPMA Education Programme is an online training programme tailored to the promotional merchandise industry, created and written by industry experts.

Levels to suit every promotional merchandise professional

The programme has 3 levels;

- **Trained in Promotional Merchandise (TPM)**
- **Certified in Promotional Merchandise (CPM)**
- **Masters in Promotional Merchandise (MPM)**

Covering entry level training, certification and master levels, this specialist industry training covers a wide range of continuous professional development.

Using BPMA Education courses support professional development

Courses are used by BPMA members in several ways, such as:

- A new staff induction programme, or part of an existing one
- A development tool for existing staff as they progress in their careers
- A support and development resource for new business owners
- A refreshed resource centre for staff undertaking training
- Training can be used for staff on furlough and for those returning to work
- Perfect for industry skills and knowledge refreshers

BPMA courses: members only

Course details are set out with intake dates for each course and learners can join courses after the course start date. Please note, these courses are only available through your BPMA membership.

Interested?

In this document, we have provided a detailed overview of courses and what is involved. To receive a quote or register for a course, please contact education@bpma.co.uk

Trained In Promotional Merchandise (TPM)

Our TPM level - Trained in Promotional Merchandise - is our most popular course, offering learners a wide selection of study materials fundamental to the promotional merchandise industry.

- It's suitable for new staff
- Learners should have 0-3 years industry experience
- To sit the TPM exam, learners need 180 points
- Exams are straightforward, carried out remotely with a 20 minute, 30 multiple choice question exam on fixed exam dates during the course
- All learners have access for 6 months¹

How does the TPM level work?

- Attend an introductory webinar to access the online course material
- Once learners are ready to start, select a piece of content (known as a course within the online portal)
- For each section, learners will
 - Watch the video and study from the PDF study notes
 - Take the multiple choice test
- Learners must complete all TPM Mandatory courses to release TPM Elective courses
- Gain 80% or more in each topic test to be awarded points for TPM Mandatory courses and 85% for TPM Elective courses
- Attend additional TPM specific webinars (optional)
- Study online to gain 180 points before booking in to sit an exam; once learners have reached 180 points, we will be in touch to book learners into exams
- Sit your multiple-choice question exam online via Zoom invigilation
- Pass the TPM level gaining 80% or more
- Access to platform for 6 months

TPM has four course intakes available January, April, July and October 2022

How long does it take?

Learners are expected to attend an introductory webinar to access the course material, study all Mandatory content before selecting 6 pieces of content from the Elective category. Study takes place on line through our dedicated education via a series of video and PDF content. In addition, a short selection of webinars will also be made available to the learners to further enhance their learning experience.

Learners who study on average 1 – 2 hours each week will be ready to sit their exam in just 3 – 4 months time.

Exam dates: exams take place on the First Monday of each month

¹ Learners can access courses after the intake dates.

Cost

£200+vat per person (BPMA Members only)

£75+vat exam resit fee, which applies after 3 attempts

£75+vat renewal fee will be charged if a learner wishes to extend their licence past the expiry date.

TPM Content list

TPM Mandatory courses:

Artwork	Proofing
Catalogue Groups	Sustainable Merchandise
Decoration Overview	The BPMA Charter Status
Ethical Trading & Legislation	The Trade Association
History of Promotional Merchandise	What is Customer Service
Pantones & Other Colour References	What is Promotional Merchandise

TPM Elective courses:

Clothing	Pad Printing
Confectionery	Resin Doming
Crystal & Glassware	Screen Printing
Debossing, Embossing & Foil Blocking	Silverware & Metalware
Embroidery	The Ceramic Mug
Engraving	Trade Sourcing Portals
Industry Research	Transfer Printing
Industry Research: The 2020 Effect	The Sales Appointment
Made from Plastic	

Interested in TPM?

To ask for a quote or register for the course, call the BPMA on 01372 371 184 or email us at education@bpma.co.uk

Certified In Promotional Merchandise (CPM)

Continue your professional development journey by securing your Certified in Promotional Merchandise qualification. CPM is aimed at promotional merchandise professionals with a minimum of 3 years' industry experience.

- Suitable for staff looking for progression
- 3 - 5 years industry experience
- To sit the CPM exam, learners start with 360 points and must gain 540 points to take an exam
- Exams are straightforward and carried out remotely with a 30 minute, 40 multiple choice question exam, plus a 45 minute written submission responding to a typical industry scenario question, chosen from a selection
- Fully refreshed and revised for 2021, the course content is aimed at the commercial success factors involved in promotional merchandise
- Learners have access for 6 months²

How does the CPM level work?

- Attend an introductory webinar to access the online course material
- Once learners are ready to start, select a piece of content (known as a course within the online portal)
- For each section, learners will
 - Watch the video and study from the PDF study notes
 - Take the multiple choice test
- Gain 80% or more in each topic test to be awarded points for CPM Mandatory courses and 85% for CPM Elective courses
- Complete CPM Mandatory courses to release CPM Elective courses, completing 5 to gain 480 points
- Attend additional CPM specific webinars (optional)
- Study online to gain 540 points before booking in to sit your exam; once learners have reached 540 points, we will be in touch to book learners into exams
- Sit your multiple choice question exam online via Zoom invigilation
- Sit your written assignment exam online via Zoom invigilation
- Pass the CPM level gaining 75% or more
- Access to platform for 6 months

CPM has four course intakes available January, April, July and October 2022

How long does it take?

Learners are expected to attend an introductory webinar to access the course material, study all Mandatory content before selecting 5 pieces of content from the Elective category. Study will take place online through a series of video and PDF content, a short selection of webinars will also be made available to the learners to further enhance their learning experience.

² Learners can access courses after intake start dates

Learners who study on average 1 – 3 hours each week will be ready to sit their exam in just 3 – 4 months time.

Exam dates: exams will be scheduled monthly during the course to allow those reaching 300 points to qualify as soon as possible.

Cost

£300+vat per person (BPMA Members only)

£125+vat exam resit fee, which applies after 3 attempts

£75+vat renewal fee will be charged if a course is booked and not activated within 6 months.

CPM Content list

CPM Mandatory courses:

Comprehensive Marketing	Practical Product Compliance
Comprehensive Procurement	Principles of Business
Comprehensive Sales	Sustainability
Ethical Trading	The True Extent of Customer Service
Importance of Product Compliance & Safety	Understanding Business Financials

CPM Elective courses:

Advertising & Marketing Self-Regulation	Negotiation
Corporate Schemes	Networking
Creative Growth Strategies for a Creative Industry	Presenting & Pitching
Intellectual Property	Supplier Research & Selection
Made in Britain	Understanding Balance Sheets and Profit & Loss
Movement of Goods	Virtual Selling

Interested in CPM?

To ask for a quote or register for the course, call the BPMA on 01372 371 184 or email us at education@bpma.co.uk

Masters in Promotional Merchandise (MPM)

Masters in Promotional Merchandise (MPM) is aimed at senior industry professionals. Along with TPM and CPM courses, MPM is undergoing a complete course review and will be available in 2022.

- Suitable for experienced account managers and business owners with 5 years + industry experience
- MPM candidates must amass 900 points during the course
- The course is concluded with a short exam, consisting of a 30 minute 40 multiple choice question exam, plus a dissertation submission to a title and industry topic of your choice

If you would like to register interest in this course, please contact us on 01372 371 184 or email us at education@bpma.co.uk

Notes for BPMA members

TPM and CPM have changed in 2021.

Please note both courses have changed in duration and content.

Terminology changes across both courses

- Modules = courses
- Credits = Points
- Required content = Mandatory content
- Suggested content = Elective content
- Levels e.g. TPM = Level 1, TPM Exam = Level 2

TPM

- **Mandatory content:** new courses added
- **Elective content:** new courses added
- **The exam:** The TPM exam will cover TPM Mandatory content only. Elective content and The Trade Association now exempt from the exam.
- **Exam dates:** First Monday of each month
- **Webinars:** BPMA and 3rd party guest speakers will be available as live or recorded content

CPM

- **Mandatory content:** new courses added
- **Elective content:** new courses added
- **Webinars:** BPMA and 3rd party guest speakers will be available as live or recorded content

Other key changes:

- Previously, learners had access for 1 year and had access to all TPM, CPM and MPM content at any 1 time. Today, they will only access the course content relevant to the course they are on. They must complete mandatory content to release / access the elective content.
- Previously, learners could take the TPM or CPM exam within 1 year of starting the course. Today, we are offering the courses for set intake dates however learners can join courses after the start dates. Learners will be expected to study within the set time frame and sit the exam dates set..