



Certified Broadcast Management Professional





Upskill your Media career for effective industry leadership with CBMP

Professional Certification for Broadcast Managers in Nigeria





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About the CBMP

The Certified Broadcast Management Professional (CBMP) certification is by design - the Gold standard in Broadcast Management, encompassing Radio, Television & Digital broadcast platforms. The CBMP validates competence, proficiency and efficiency in managing and leading teams at both division and organizational levels within and outside the Media & Broadcast Sector.

The **CBMP** is a Proficiency Certificate - a brainchild of the National Guild of Radio Managers (Private) aimed at standardizing the Broadcast industry through promoting skills and knowledge and made-to-fit capacity building primarily in Management & Leadership skills infused with practical operational skills in Media & broadcasting.

About the CBMP(contd.)

CBMP comprises of the following thematic areas:

- Leadership & Management Development
- Marketing & Business Development
- Finance Management
- Broadcast Operations
- Data Analytics
- Media Law
- And more

The CBMP training gives you hands-on skills that you can immediately apply in the real world and expand your career opportunities. Once you complete the course, you will have everything you need to take and pass the CBMP exam.



Benefits of CBMP

- Authenticity
- Employment Opportunities
- Managerial Skill
- Reference & Referrals
- Efficiency & Effectiveness in work output
- Employment Opportunities
- Career Support
- Knowledge & Skill Applicability across all industries
- Post training mentorship
- Access to over 10,000 Management learning resources



Criteria for qualification

The Certified Broadcast Management Professional (CBMP) is designed for Broadcast Management professionals for both top and middle level management. The Certification is open to occupiers of General Manager position to Heads of Programmes, News & Sports, Production, Engineering, Accounts and Finance, Human Resource & Administration, New Media, Business Development and others.

Applicants for the CBMP Course & Examination for top tier management must have at least 2-3 years experience in top-tier managerial roles whether in media or otherwise while Mid-level managerial applicants may have 0-1 year experience.



Programme Brief

- **Training Methodology:** CBMP combines various training methods such as eLearning, Instructor-led learning. Role playing. Coaching & Collaborative training.
- **Duration:** The standard CBMP course duration is 3 months maximum. Students are allowed to pause and continue the programme, but within a space of 5 months.
- **Training Model:** Training is of a virtual format with 80% Class time and 20% personal study.
- **Examination:** Examination is conducted virtually and is required to take 60 minutes.
- **Renewal:** The CBMP certificate is valid for 2 years after which a refresher course is required.



FACILITATORS & TRAINERS

The CBMP Programme is to be led by highly experienced, industry practitioners with requisite skill in manpower development in Broadcast Media. The Course will also introduce top notch trainers and facilitators in Leadership, Business, Management, Systems, Operations, Finance, Auditing, Law among others.

Also joining the Faculty will be instructors from National Broadcasting Commission (NBC) and other related Government agencies.

The lead facilitator for the CBMP is LLBSUK



GRADING AND EVALUATION

Participants are graded over 100 points and must score at least 55 overall

- **Examination** - 65 points
- **Group Project Participation** - 5 points
- **Attendance** - 10 points
- **Assignments & Project Papers** - 15 points
- **Tests et al** - 5 points

Results are uploaded within 24 hours of examination. Physical certificates and graduation accessories are released 10 days after results are released. If a participant fails a course, he/she must only resit that particular course.



On Successful completion..

You will receive the following in physical and virtual format copies:

- **Completion Certificate**
- **Executive Diploma Completion from Learn to Live Business School UK**
- **1 year free post-certification Leadership Mentorship**
- **Unlimited Access to Management & Leadership resources**
- **Referral Letter & Reference Access to existing and prospective Employers**



Part A

- a. Leadership and Advanced Management**
- b. Marketing & Branding**
- c. Human Resource Management**
- d. Finance Management**
- e. Data Analytics for Management**

Leadership & Advanced Mgt

TOPICS (6)

Part A

a. Leadership & Basic Leadership Skills
b. Trait Theory of Leadership
c. Corporate Governance

d. Management Basics
e. Principles of Management
f. Functions and Levels of Management

*** All Compulsory**



Marketing & Branding

TOPICS (5)

Part A

a.Strategic Marketing
b.Marketing Research and Data Analytics
c.Market Segmentation & Competitor Analysis

c.Brand Positioning & Strategy
d.Marketing Dynamics for Media

*** All Compulsory**



Human Resource Mgt

Part A

TOPICS (4)

a. Human Resource Mgt Basics
b. Organizational Hierarchy & Succession Management

c. Creative Recruitment Processes
d. Competency Framework Development

*** All Compulsory**

 **CBMP**

Finance Management

TOPICS (3)

Part A

a.Accounting Basics

b.Auditing Basics

c.Managerial Economics

*** All Compulsory**

 **CBMP**



Part B

- a. Communications**
- b. Programming & Content Development**
- c. Broadcast Engineering & Tech**
- d. Piracy, Law & Negotiation**
- e. Organization & Operations Mgt**



Communications

TOPICS (3)

- a. Communication Basics**
- b. Internal, External & Reputation Management**
- c. Strategic Communications**

*** All Compulsory**



Programming & Content Development

TOPICS (3)

Part B

- a. Content Development & Broadcast Programming**
- b. Broadcast Formats and Programme Scheduling**
- c. Scripting, Editing & Programme Production**

*** All Compulsory**

Piracy, Law, Contracts & Negotiations

TOPICS (5)

Part B

- a. Intellectual Property & New Media**
- b. Media Regulation & Policy**
- c. Nigeria Copyright Act**
- d. Piracy & The Law**
- e. Contracts & Negotiations**

*** All Compulsory**



Engineering & Tech

TOPICS (3)

Part B

- a.Engineering Basics**
- b.Broadcast Equipment, Uses and Functions**
- c.Maintenance**

*** All Compulsory**

Data for Business Analysis

TOPICS (3)

Part B

a.Data Analysis for Business

b.Audience Sampling

c.Rating Systems

*** All Compulsory**



Organization & Operations Management

TOPICS (6)

Part B

a. Organization Culture & Change Mgt
b. Decision Making
c. Group Behavior & Diversity Mgt.

d. Business Process Management
e. Bench Marking & Value Chain
f. Root Cause Analysis

*** All Compulsory**



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is designed and curated by



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...vision into reality by giving you an edge through value creation
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