

# **Campus Rep Presentation Script**

## **Slide 1–Gleim Accounting Exam Overview**

Hi, my name is \_\_\_\_\_, and I'm a Campus Rep for Gleim. Today, I'm going to walk you through the Gleim Accounting Exam Overview. We'll cover the major accounting and finance certifications available, what each one is for, how the exams are structured, and how Gleim supports candidates throughout the process. Whether you're still deciding which certification fits your goals or you're ready to begin studying, this overview will help you better understand your options.

## **Slide 2–Dr. Gleim's Vision, Our Legacy**

To start, I want to give a little background on Gleim. Gleim has been a leader in accounting exam prep for decades. In 1974, Dr. Gleim wrote the first CPA self-study book. In 1980, Gleim developed the world's first CIA review course, and in 1981, the first CMA prep course. Later came the EA Review in 1999, FMAA materials in 2024, and in 2025, Gleim CIA Part 1 began helping candidates obtain the Internal Audit Practitioner designation.

Gleim's long-standing legacy demonstrates over 50 years of experience in developing exam prep systems, all driven by a single mission: helping candidates pass on their first attempt.

## Slide 3–Why Accounting Certifications?

So why pursue an accounting certification in the first place? We see five major reasons. First, certifications support career advancement. Second, they can increase earning potential. Third, they help deepen your knowledge and skills. Fourth, they build credibility and recognition in the profession. And fifth, they create networking opportunities.

There's also a testimonial on this slide from Kent Kellenberger, who credits Gleim as a major supporter in helping him become both a CIA and CPA, which ultimately helped him secure a controller role. Stories like that reinforce the real-world value of certification, not just academically, but professionally.

## Slide 4–Certification Requirements: The Four E's

The “Four E's” of certification: **Education, Experience, Ethics, and Exam**. These are the common pillars behind many professional credentials.

As the table shows, the CPA, CMA, and CIA all require all four elements. The EA requires ethics and an exam. The FMAA and IAP are exam-based entry credentials. This slide is useful because it helps you compare certifications at a glance and understand that some are more accessible earlier

in your career or even while in school, while others require more experience and education.

## **CPA SECTION**

**Slide 5–CPA:** What does a CPA do? Why pursue the CPA?

Let's begin with the CPA, or Certified Public Accountant.

CPAs serve as trusted financial advisors, help individuals and organizations reach financial goals, and perform work like preparing financial records and offering financial advice.

Why pursue the CPA? The reasons listed here are strong: increased earning potential, advancement opportunities, job security, flexibility to specialize, and the ability to make a positive impact. For many people, the CPA is considered the gold standard in accounting because of its broad recognition and versatility.

## **Slide 6–Requirements to Become a CPA**

The CPA exam requires all four E's. For education, candidates generally need a bachelor's degree or higher with an accounting concentration. For the exam, candidates must pass all four sections within 30 months, depending on jurisdiction rules.

Experience requirements are typically one to two years, and many jurisdictions also require passing the AICPA Ethics Exam. The key takeaway here is that CPA requirements vary by jurisdiction, so candidates should always check with their specific state board.

### **Slide 7–Broadening Pathways to CPA**

An important recent development: broader pathways to becoming a CPA. NASBA and the AICPA have approved three pathways for jurisdictions to adopt.

The first is a master’s degree plus one year of supervised experience. The second is a bachelor’s degree plus 30 additional credit hours and one year of experience. And the newest option is a bachelor’s degree plus two years of supervised experience.

This is a meaningful change because it opens the door for more candidates to pursue the CPA through different academic and professional routes. Again, each jurisdiction decides what it accepts, so students should verify the rules where they plan to become licensed.

## **Slide 8-CPA Exam Structure**

**The CPA exam structure is broken into Core and Discipline sections. Every candidate must take the three Core exams: AUD, FAR, and REG. Then, each candidate selects one Discipline exam: BAR, ISC, or TCP.**

The Core exams cover foundational content, while the Discipline section allows candidates to demonstrate deeper knowledge in a specialized area. This structure gives candidates flexibility while still ensuring a strong accounting foundation.

## **Slide 9-CPA Exam Topics: Core**

For **AUD**, topics include ethics, risk assessment, audit procedures, evidence, conclusions, and reporting.

For **FAR**, the focus is financial reporting, balance sheet accounts, and transactions.

For **REG**, the content includes ethics and tax procedures, business law, property transactions, taxation of individuals, and taxation of entities.

This is especially helpful for candidates deciding how to sequence their studies or identify where they may need the most preparation.

## **Slide 10–CPA Exam Topics: Disciplines**

There are three Discipline options.

**BAR**, or Business Analysis and Reporting, emphasizes business analysis, technical accounting, and state and local government accounting.

**TCP**, or Tax Compliance and Planning, focuses on individual and entity tax compliance and planning, as well as property transactions.

**ISC**, or Information Systems and Controls, centers on information systems, data management, security, privacy, and SOC engagements.

Candidates often choose the discipline that aligns most closely with their strengths, coursework, or career goals.

## **Slide 11–CPA Exam Breakdown**

This is a breakdown of each CPA exam section. All sections are four hours long, but the number and weighting of questions vary. For example, AUD has 78 multiple-choice questions and 7 task-based simulations, weighted 50/50. FAR has 50 MCQs and 7 simulations, also 50/50. REG has 72 MCQs and 8 simulations.

Among the Discipline exams, BAR and TCP follow the same 50/50 weighting, while ISC places 60% of the score on multiple-choice questions and 40% on simulations. This is helpful because it shows candidates exactly what to expect on exam day.

## **Slide 12–2026 CPA Exam Dates**

This is the 2026 CPA exam schedule. The chart shows target score-release timing for both Core and Discipline exams. Core exams have multiple score-release dates within each quarter, while Discipline exams are released quarterly.

Candidates should pay attention to these dates because test timing affects how quickly they receive results and how they plan the rest of their exam schedule.

## **Slide 13–CPA Credit Period**

Here is a U.S. map showing the status of CPA credit-period decisions by jurisdiction as of March 1, 2026. The map indicates that some jurisdictions have implemented a 30-month rule, some a 36-month rule, and others have voted to move to 30 months but have not yet finalized implementation.

This matters because the credit period determines how long candidates must pass the remaining sections after passing their first one. The takeaway is simple: know your state's rules before planning your testing strategy.

## **Slide 14–Average Study Times**

Here is an estimated average of study hours that Gleim suggests based on Gleim candidates who have gone on to the exam. For the Core exams, AUD averages 145 hours, FAR

125 hours, and REG 105 hours. For the Discipline exams, BAR averages 135 hours, ISC 70 hours, and TCP 80 hours.

These numbers are useful for setting expectations. They are a reminder that success usually comes from realistic planning and consistency over time, not cramming at the last minute.

### **Slide 15–Question-Answering Tips: MCQs**

There is always at least a chance of guessing correctly, so you should eliminate clearly wrong answers first. If stuck between two options, choose the best answer and move on.

Keep an eye out for keywords like “except,” “not,” “unless” and “least,” which can easily trip candidates up if they skim. Your first instinct is often your best one. Overall, read carefully, stay strategic, and manage time wisely.

### **Slide 16–Question-Answering Tips: TBSs**

The recommended strategy is to budget time carefully, with about 18 to 20 minutes per simulation. Candidates should scan the task first, review all exhibits, and avoid skipping individual questions within a task.

Also, learn to use spreadsheet tool, calculator and focus on where the most points can be earned.

## **CMA SECTION**

**Slide 17–CMA:** What does a CMA do? Why pursue the CMA?

Next is the CMA, or Certified Management Accountant. CMAs specialize in managerial accounting and financial management. They combine accounting knowledge with business acumen and help explain the “why” behind the numbers.

Why pursue the CMA? Increased earning potential, stronger skills, greater credibility, career advancement, and expanded opportunities in the business world. Role of a CMA include senior accountant, CEO, and VP of Finance, which shows how broad the CMA’s reach can be.

### **Slide 18–Impressive Numbers**

This slide reinforces the value of the CMA with salary survey data from the IMA. According to the slide, 82% of CMAs who reported a salary increase also said the CMA improved their career opportunities. Seventy-seven percent said the CMA opened doors to promotions. And CMAs reported 21% higher median annual compensation compared with noncertified peers.

These numbers help show that the CMA is not just a credential, it can lead to measurable professional outcomes.

## **Slide 19–ICMA Requirements to Become Certified**

Candidates must earn a bachelor's degree or higher from an accredited institution within seven years of passing the exam, though certain alternatives may be approved. They must pass both exam parts within three years.

They also need two continuous years of professional experience in financial management or management accounting within seven years of passing the exam, and they must comply with the IMA's Statement of Ethical Professional Practice. This structure makes the CMA a strong fit for candidates planning careers in corporate accounting or finance.

## **Slide 20–CMA Exam Topics**

Part 1 covers financial planning, performance, and analytics, including external reporting decisions, planning and budgeting, performance management, cost management, internal controls, and technology and analytics.

Part 2 focuses on strategic financial management, including financial statement analysis, corporate finance, business decision analysis, enterprise risk management, capital investment decisions, and professional ethics. These topics reflect the CMA's emphasis on decision-making inside organizations.

## **Slide 21–CMA Exam Breakdown**

Each part is four hours, with three hours for multiple-choice questions and one hour for case-based questions. There are 100 MCQs per part and two case-based questions.

The testing windows are January and February, May and June, and September and October. Suggested study time is 170 hours for Part 1 and 130 hours for Part 2. The passing score is 360 on a 0 to 500 scale.

## **Slide 22–Case-Based Questions**

New for 2026, case-based questions include a short case study of about 250 words, relevant exhibits such as financial data or charts, and up to seven questions in varying formats.

You may encounter the following question types: drag-and-drop, select-from-a-list, numerical response, multiple response, and multiple choice. This is helpful for candidates who are used only to traditional multiple-choice questions because it shows the exam is becoming more application focused.

## **CIA SECTION**

**Slide 23–CIA:** What does a CIA do? Why pursue the CIA?

Now let's look at the CIA, or Certified Internal Auditor.

According to page 24, CIAs provide internal audit expertise to corporations, financial institutions, and government

agencies. They review financial records for internal control deficiencies and recommend controls to help prevent fraud, theft, and loss.

Why pursue the CIA? Higher earning potential, credibility, expanded knowledge, demonstrated expertise, and stronger career stability. For anyone interested in risk, controls, governance, or assurance, the CIA is a highly respected credential.

### **Slide 24–IIA Requirements to Become Certified**

Candidates may qualify through a master's degree, a bachelor's degree, an active IAP designation, or qualifying experience. To become certified, they must pass all three exam parts within three years.

Experience requirements vary depending on education: one year with a master's degree, two years with a bachelor's degree, or five years for active IAP holders. Candidates also must abide by The IIA's ethics and professionalism standards.

### **Slide 25–CIA Exam Breakdown**

The CIA exam is only made up of multiple-choice questions. Part 1 has 125 questions and lasts 2.5 hours. Parts 2 and 3 each have 100 questions and are two hours long.

There are no fixed testing windows or blackout dates, and candidates have three years to complete the exam. The suggested study times are 75 to 85 hours for Part 1, 100 to 110 hours for Part 2, and 40 to 50 hours for Part 3. The passing score is 600 on a 250 to 750 scale. This flexible testing model can be very appealing for working professionals.

## **IAP SECTION**

**Slide 26–IAP:** What does an IAP do? Why pursue the IAP?

The IAP, or Internal Audit Practitioner is a credential that is positioned as an entry point into internal auditing. IAPs act as trusted advisors, investigate business processes and controls, and report findings to management to help mitigate risk.

Why pursue the IAP? Builds confidence in foundational internal audit topics, demonstrating initiative to employers before graduation, and getting a head start on the path to the CIA.

## **Slide 27–IAP Exam Breakdown**

IAP candidates essentially take the CIA Part 1 exam to become certified. The exam includes 125 multiple-choice questions, takes 2.5 hours, and has a suggested study time of about 80 hours.

There are no predetermined testing windows or blackout dates, and candidates have two years to complete the exam after applying. This makes the IAP an accessible credential for students and early-career candidates interested in internal audit.

### **Slide 28–IAP Exam Topics**

The IAP exam topics are shown through CIA Part 1 content areas. These include Foundations of Internal Auditing at 35%, Ethics and Professionalism at 20%, Governance, Risk Management, and Control at 30%, and Fraud Risks at 15%.

This distribution gives candidates a clear picture of how to allocate study time.

### **Slide 29–IAP Pathway to the CIA**

Getting the IAP credential creates a pathway to the CIA. Once someone earns the IAP, they receive a waiver for CIA Part 1 when entering the CIA program. That means they only need to pass CIA Parts 2 and 3 to become a CIA.

The waiver remains valid for four years from the date the IAP is awarded, making this a smart stepping-stone credential.

## **EA SECTION**

### **Slide 30–EA: What does an EA do? Why pursue the EA?**

Next is the EA, or Enrolled Agent. EAs represent clients before the IRS, provide tax consultation services, and prepare federal and state tax returns.

Why pursue the EA? Higher earning potential, broader representation rights than non-credentialed preparers, the ability to grow a client base with a national license, expanded tax expertise, and flexibility to work independently or within a firm. For tax-focused professionals, the EA can be especially attractive.

### **Slide 31–EA Exam Topics**

There are three parts of the EA exam. Part 1 covers individuals, including taxpayer data, income, deductions, taxation, advising individuals, and specialized returns. Part 2 covers businesses, including business entities, tax preparation, and specialized taxpayers. Part 3 covers representation, practices, and procedures, including IRS representation, filing processes, and specific representation areas.

This structure makes the EA highly specialized and practical for tax professionals.

## **Slide 32–EA Exam Breakdown**

Each EA exam part contains 100 multiple-choice questions and lasts 3.5 hours. The testing window is typically May 1 through February 28, although the 2026–2027 cycle, testing begins July 1. Candidates have three years to pass all three parts.

Suggested study time is 85 to 95 hours for Part 1, 115 to 125 hours for Part 2, and 50 to 60 hours for Part 3. The passing score is 500 on a scale of 200–800.

## **FMAA SECTION**

**Slide 33–FMAA:** What does an FMAA do? Why pursue the FMAA?

FMAA, or Financial and Managerial Accounting Associate is a credential that focuses on foundational accounting and finance skills. FMAAs prepare and analyze financial statements, assist with reporting and budgeting, and may work in roles like accounting assistant, financial analyst, or bookkeeper.

Pursuing it is particularly beneficial for students, as it demonstrates essential foundational knowledge, distinguishes candidates before graduation, and can serve as a stepping stone toward advanced certifications such as the CMA.

## **Slide 34–Who Should Pursue the FMAA?**

Two-year college students, four-year college students, MBA students, and business professionals should all be sitting for this exam.

This broad audience makes the FMAA a useful entry-level credential for anyone who wants to validate accounting and finance knowledge without waiting until later in their career.

## **Slide 35–FMAA Exam Breakdown**

The FMAA exam includes 80 multiple-choice questions, lasts two hours, and has a suggested study time of about 50 hours. There are no predetermined testing windows or blackout dates. Candidates must take the exam within six months of registering.

The passing score is 200 on a 0 to 300 scale. Overall, the FMAA is designed to be approachable, efficient, and student friendly as it covers foundational knowledge.

## **Slide 36–FMAA Exam Topics**

The FMAA exam covers general accounting and financial management at 25%, financial statement preparation and analysis at 25%, planning and budgeting at 20%, cost

management and performance metrics at 20%, and professional ethics at 10%.

This is a balanced exam that tests the core concepts students are likely to encounter in accounting and finance coursework.

## **EQE SECTION**

### **Slide 37–EQE: What is EQE? Why use EQE?**

EQE, or Exam Questions and Explanations is a textbook series designed to supplement undergraduate accounting courses. The subjects listed include auditing and systems, cost and managerial accounting, business law and legal studies, financial accounting, and federal tax.

Why use EQE? It can improve college exam scores, provide practice with exam-quality questions that are cross-referenced to accounting textbooks, and it's priced affordably for students. This makes EQE a useful bridge between classroom learning and future certification preparation.

## **GLEIM VALUE PROPOSITION**

### **Slide 38–Why Gleim?**

Why choose Gleim? Gleim was founded in 1974 with a mission to help students succeed in accounting. Gleim offers exceptional customer service, experience, family ownership, and flexibility.

Gleim has the highest-rated customer service in the industry and offers options like student discounts, deferred billing, reimbursement support, and financing. Gleim offers credibility plus the support that you need.

### **Slide 39–Review systems built with the most useful features**

Why choose Gleim: Premium Support, Premium Study Tools, and Premium Study Path.

Premium Support includes the Access Until You Pass guarantee, assistance from accounting experts, and personal counselor guidance.

Premium Study Tools include video lectures, digital and printed books, and exam-emulating questions with detailed explanations.

Premium Study Path includes a customizable study planner, SmartAdapt guidance, and realistic mock exams.

Together, these features are designed to help candidates study efficiently and confidently. To pass on their first try!

### **Slide 40–Gleim Premium Review**

This is an image of the Gleim Premium Review dashboard. The image shows our easy 5 step program which includes onboarding, first pass, mock exams, and final review, along

with a study recommendation area and proficiency tracker. The proficiency tracker literally tells you when you are ready to sit for the exam.

This visual helps demonstrate that Gleim provides not just content, but also a structured learning system that tells students what to do next. This system helps to keep you on track.

### **Slide 41–Gleim Premium Review**

This is another platform image, this time focusing on topic-level study and proficiency measurement. This image includes individual lesson topics, adaptive quizzes, and adaptive simulations.

Gleim’s system helps candidates work on weak areas in a targeted way, rather than studying everything equally. Our courseware is weighted to the actual exam and exam emulating using the exact same user interface that you will see on exam day.

### **Slide 42–Gleim Premium Review**

This image highlights additional supplemental tools such as audio lectures, flashcards, notes, a performance dashboard, rapid review, and a customizable test bank.

This is important because every student has a unique learning style. Some benefit from repetition, others prefer audio resources, some thrive on analytics, and others need quick review tools. Gleim accommodates all of these approaches.

### **Slide 43–Give Gleim a Try**

Give Gleim a try for free by registering for our free demo.

If you're considering sitting for any of the exams that you saw today, this free demo is an easy next step to see whether the platform fits your learning style.

### **Slide 44–Gleim Campus Rep Program**

The Gleim Campus Rep Program is a great opportunity for students who want to promote certification awareness on campus while also building their resume and network.

Campus reps can earn free exam prep materials by completing activities like speaking at accounting club meetings or wearing a Gleim shirt on campus or hanging up posters. It's a useful leadership and professional-development opportunity for students who want to be more involved and earn a free review course.

## **Slide 45–Questions?**

That brings us to the end of the presentation. At this point, I'd be happy to answer any questions.

## **Slide 46–Contact Us**

If you're interested in learning more after today's presentation, please feel free to reach out using the contact information provided. And remember to connect with us on LinkedIn!

Thank you once again for your time. I hope this overview has given you a clearer understanding of the different certification paths available to you