



CHARTERED MARKETER (SA)

Overview of The Chartered Marketer (South Africa)

The Institute of Marketing Management (IMM) identified a need for professional recognition of marketers in 1999. Since then much work has been done by the IMM, the now defunct Marketing Federation of Southern Africa (MFSA) and the Services SETA to define what is meant by professional competence and to put the processes and infrastructure supporting this framework of recognition in place.

What makes the professional recognition of marketers in South Africa unique is that the developmental work was done within the education and training context of South Africa. This was done to ensure integrity of the processes as well as the alignment of these processes with the work being done by the South African Qualifications Authority (SAQA), the Sector Education and Training Authorities (SETAs), the Council on Higher Education (CHE) and, now, the soon to be established Qualifications and Quality Council for Trades and Occupations (QCTO).

Professionalisation of an industry is evident when the occupations within that profession are underpinned by a scientific body of knowledge that culminates in various industry defined qualifications. However, professionals emerge only when this knowledge is applied and used in the real work environment.

The Chartered Marketer (SA) sets an industry standard for the recognition of professional competence of individuals who have followed a career in marketing and have gained their knowledge through formal and non-formal learning processes. They have also demonstrated their competence through the practical application of the knowledge thus gained.

Standard for Professional Recognition

Professional recognition of marketers in South Africa lacks credibility without the industry defining and registering a national standard against which professional recognition is awarded.

Two levels of professional recognition have been identified and developed by the marketing industry, namely the Chartered Marketer (SA) at NQF 7 (**insert SAQA Qual – CM(SA)**) and the Marketing Practitioner (SA) at NQF 5 (**insert SAQA Qual – MP(SA)**).

International Comparability

Extensive work has been done to research the international comparability of this initiative and how it aligns to global best practice.

Part of this initiative is the use of the Chartered Marketer as benchmark for the population of the European Marketing Qualifications Framework (EMQF) at EQF levels 6 and 7 (**insert information on EMQF – or link to EMC on SSETA website**).

Qualifying as a Chartered Marketer

Qualifying as a Chartered Marketer is a rigorous process. RPML has been appointed as service provider by the National CM Council and the Services SETA to project manage this function.**(still awaiting information)**

Information on MP and CM (insert doc from RPML)

Process for qualifying (insert doc from RPML)

Application form (RPML)

Corporate Governance and supporting structures

In the absence of a non-statutory professional body, the Services SETA has established the National Chartered Marketer (SA) Council (**changes in the board structure currently will send once elected (insert doc with pics)**). The members of the National Council consist of the Chairperson and vice-Chairperson of each Regional Council, as well as executive managers at the Services SETA, namely the Chief Executive Officer and the Chamber Manager supporting this initiative.

Code of professional Conduct

A code of professional conduct (**insert code of conduct**) for professional marketers recognized through the Services SETA's National CM(SA) Council has been developed to defined professional conduct of Marketers in South Africa.

Critical to this document is also a description of the publics being served by the professionals as well as the need to protect the integrity of the marketer and to maintain the credibility of the services offered by the same.

Misconduct under this professional code of conduct bears relevant consequences and these are detailed in the code.

As qualified Chartered Marketer, you need to ensure that the code has been signed (**insert signing template**) and that your details are up to date (**insert information sheet for current CM(SA)'s**).

Register of Chartered Marketers

Once the professional has undergone the rigorous assessment against the professional standards defined for Chartered Marketer and Marketing Practitioner, their names are included on a National Register (**insert CM register**). This register is managed through the SETQAA. The current register exists because of the work done by the IMM and the MFSA in the absence of a statutory professional body. The Services SETA has now taken over the statutory requirement of quality assuring the awarding and maintaining of this status.

Subscription to the code of professional conduct ensures that strict monitoring mechanisms are established to ensure that professionals adhere to the requirements of this code.

Maintaining your status as Chartered Marketer (SA)

In order to maintain your status as Chartered Marketer, you need to engage in a CPD programme, as prescribed by the National CM Council and the Services SETA.

The CPD requirements are set out in the CPD guide (*insert CPD guide*).

A structured CPD calendar (*insert CPD calendar*) has been developed and consists of a series of interactive, 3 hour workshops presented by leading industry and marketing academics in South Africa, Europe and the United States. Information on the workshops as well as background on each speaker can be found here (*insert The CPD calendar with profiles*).

Provision of CPD activities

You might be a training provider, professional body or organisation that encourages participation from senior marketing practitioners. You might therefore be providing activities to Chartered Marketers that would qualify for CPD points.

These activities include workshops, seminars, conference, publishing of articles, distribution of journals, email sites with marketing information, committees that serve the marketing profession, professional membership, and many more.

If you would like to register as a provider of CPD activities, then read the Criteria for registration as CPD activity provider (*insert registration of CPD activity provider's doc*).

Many professional bodies and organisations have already registered as CPD activity providers. Click here to see who they are and how you can find out more. (*insert list of CPD activity providers*)

LIST OF DOCUMENTS:

1. SAQA Qual – CM(SA)
2. SAQA Qual – MP(SA)
3. EMQF information
4. Information on MP / CM (from RPML)
5. Profess for qualifying as CM (RPML)
6. Application form for CM / MP
7. CM council
8. Code of Professional Conduct
9. Signing template – Code of Professional Conduct
10. Current CM(SA) updated information
11. CM register
12. CPD Guide
13. CPD calendar
14. Profile of speakers / content overview
15. Criteria for registration as CPD activity providers
16. CPD activity providers