



**Criteria for the Registration of CPD activities
Nov 2007 – Oct 2008**

This document offers a guide to the *provider of activities* related to the continuous professional development (CPD) of senior marketing professionals in South Africa as part of the criteria for the maintenance of the professional designation, CM(SA).

Who can apply?

There are a variety of CPD activities (described in a later section of this guide) and providers of these activities include, but are not limited to:

- Training providers that offer short, appropriate programmes that align to the competences described in this document;
- Magazines and journals in which professional marketers can publish articles; or that publish articles that are read by Chartered Marketers;
- eMagazines and electronic media that allow for publishing of articles and that publish articles that are read by Chartered Marketers;
- professional bodies that encourage membership of professional marketers;
- Organisations involved in coaching and mentoring of marketers or who employ or utilize the services of professional marketers.

What are the themes or requirements?

As qualified Chartered Marketer, the professional has already shown their ability to:

- o Apply a range of financial and/or statistical formulas to plan and measure the results of strategic marketing efforts
- o Plan, prepare and present high level proposals to role players and stakeholders
- o Integrate all aspects of marketing in meeting the broad objectives of the organisation and ensure that marketing strategies and activities are integrated and co-ordinated with those of other key parts of the organisation

- o Demonstrate that strategic marketing efforts contribute directly towards the bottom line of the organisation
 - o Demonstrate professional conduct to ensure sound strategic marketing practices
 - o Conduct research into global and/or national marketing practices and use findings to add value to the organisation
- CPD is aimed at keeping these competences current. Activities should therefore be aimed at equipping the qualified Chartered Marketer with skills that are current and that are aligned to best practice and global trends in the field.

Code of Professional Conduct

The qualified CM(SA) also needs to subscribe to the professional code of conduct (see <http://www.serviceseta.org.za>) and has signed the code as part of the qualifying process.

What are the CPD requirements?

To maintain their status as CM(SA), the professional is required to adhere to the following criteria for the period Nov 2007 to Oct 2008:

- o Accumulate a total of 50 points over a 12 month period; and
- o Accumulate the total CPD points indicated according to the weighting for each category.

The types of activities that make up the CPD programme include:

Activities	Input	Output
Articles	Reading Marketing articles	Writing and submitting articles
Lectures	Attending marketing related lectures	Presenting marketing related lectures
Supervising	Being coached, mentored or supervised in the marketing field	Serving as a coach, mentor or academic supervisor
Courses, seminars and workshops	Attending marketing related courses and seminars	Facilitating and developing marketing related courses and seminars
Papers	Reading published marketing papers	Developing, presenting and publishing marketing papers
Professional bodies	A member of a marketing related professional body	Serving and actively participating in a marketing related professional body

Activities	Input	Output
Community work		Serving and actively participating in a community organization
Development	Has an individual development plan in place	Is implementing the elements of an individual development plan

It is important to note that the number of points required of a CM(SA) for each CPD activity is determined by his/her context. The contexts include corporate environment, academia or the small business environment.

Activities	Corporate / Government	Business Owner/Entrepreneur / Consultant	Academic
Articles / Papers	15	17	15
Lectures / Speeches	17	10	5
Supervising / Mentoring / Coaching	17	5	12
Courses and seminars	17	17	5
Professional Development	7	12	17
Community work / Social Development	10	15	17
Personal Development	10	17	17

PLEASE NOTE: These points are the maximum points allowed for each category.

How do I determine the CPD points for my activity?

The CPD points are calculated as follows:

- 1 hour of participation (input- or output-type) equates 1 point. 50 points is therefore the equivalent of 50 hours of CPD activities over a period of 1 year.
- Higher or lower CPD points can be awarded to activities depending on their content and alignment to the Chartered Marketer Competences.

How do I apply for registration as a provider of CPD activities?

To apply to be registered as a provider of CPD activities for the Chartered Marketer programme, you need to:

- Complete the application form
- Submit the completed form together with supporting documentation to the CPD Project Manager
- The Project Office will consider your application and acknowledge receipt of your submission
- The outcome of your application will be communicated to you in writing
- Should the outcome be negative, a reason will be provided
- Should the outcome be positive, then the organisation will be registered on the list of CPD activity providers. The registration will include the allocation of CPD points to the various activities for which registration was required.
- A list of CPD activity providers will be posted on the Services SETA website.
- Chartered Marketers will also be notified, in writing, of the list of CPD activity providers.

What is the cost of being a CPD activity provider?

The Services SETA does not require payment for the registration during this period. However, the process and costing of the registration of CPD activity providers will be reviewed toward the end of the initial project.

Who do I contact to find out more information in this regard?

For more information contact **Dr Michele Serfontein** at the CPD project office:

Tel: (011) 678 3284

Fax: 086 613 6565

Email: Michele@bdtcc.co.za



APPLICATION FORM FOR THE REGISTRATION OF CPD ACTIVITIES

NAME OF ORGANISATION		
TRADING NAME OF ORGANISATION		
COMPANY REGISTRATION NO.		
POSTAL ADDRESS		
PHYSICAL ADDRESS		
CONTACT PERSON:	Tel: Fax: Email: Cell:	
REFERENCE OR ENDORSEMENT	Attach details	
CPD ACTIVITIES	Workshops, seminars and courses	
	Journal or magazine	
	Electronic journal or magazine or newsletter	
	Coaching or mentoring	
	Other:	
Description of activities / activity: (attach overview)		
Estimated CPD points allocated:		
Cost:		
Duration:		
Benefit to CM(SA)		

Please note:

Attach a copy of course material or documentation (such as marketing material or brochures) supporting the implementation of this activity to this application form.

Fax completed form to Dr Michele Serfontein at 086 613 6565 or deliver the complete application to SSETA: CPD project office, Services House, 14 Sherborne Road, Parktown.