



## CPD Guide for Chartered Marketers (SA)

November 2007 – October 2008

As a qualified Chartered Marketer you are required to complete a record of CPD activities every two years. However, an *interim arrangement* has been made for the period from **November 2007 to October 2008** by the interim National Chartered Marketer Council and the Services SETA.

### *What must be done?*

As qualified Chartered Marketer you need to:

- Re-register by **signing the professional code of conduct** and submitting it to Dharmisha Govind at [dharmig@serviceseta.org.za](mailto:dharmig@serviceseta.org.za) or faxing it for her attention to (011) 718-6920. The Professional Code of Conduct Signature Form is available at [www.serviceseta.org.za](http://www.serviceseta.org.za).
- **Participate** in unstructured, registered and compulsory CPD activities during the period November 2007 to October 2008; and
- Complete and submit the CPD record card (also available on the Services SETA website) on **Friday, 31 October 2008**. Submit it to Dr Michele Serfontein by emailing it to [michele@bdtcc.co.za](mailto:michele@bdtcc.co.za) or faxing it to her at 086 613 6565.

### *What are the requirements?*

You are required to collect **50 CPD points** over a period of 12 months. The points can be collected by participating in various activities. These activities can be part of your normal job as marketer.

A Chartered Marketer also needs to decide the **context** in which s/he operates as this will affect the number of points that has to be obtained in each category:

- Corporate or Government Context
- Small Business or Entrepreneur or Consultant
- Academic

Once this has been decided, then the Chartered Marketer is able to determine how many points are required in each of the 7 categories.

*How many CPD points must I collect?*

CPD activities have been grouped into 7 categories. A weighting has been assigned to each category, depending on the context in which the CM(SA) operates, namely:

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

*What type of activities are required?*

Different type of CPD activities make up a Chartered Marketer's CPD programme. Although choices can be made about whether unstructured or registered activities are included, the CM(SA) is required to participate in **75% of the compulsory CPD activities**.

The **type of activities** can be:

- **Unstructured CPD activities** – these activities are identified by yourself and you must decide what is a fair amount of points to claim for each activity; and
- **Registered CPD activities** – these are activities that are offered by CPD activity providers that are registered with the SSETA. A register of CPD activity providers is available on the SSETA website; and

- **Compulsory CPD activities** – a CPD calendar has been set up for all Chartered Marketers. You need to attend at least 75% of these activities.

A **Schedule of CPD Activities** has been developed in order to assist you to identify types of activities that are appropriate for your CPD programme. It will also assist with the allocation of CPD points to each of your activities. The schedule is available on the SSETA website.

Examples of suitable CPD activities include, but are not limited to:

- Reading, writing and the submission of Marketing articles;
- Attending and presenting marketing related lectures;
- Coaching, mentoring or supervising individuals in Marketing field or being coached, mentored or supervised in the marketing field
- Attending, facilitating and developing marketing related courses and seminars;
- Reading, developing, presenting and publishing marketing related papers;
- Being a member of or serving and actively participating in a marketing related professional body or bodies;
- Serving and actively participating in a community organisation; and
- Developing an individual development plan or implementing elements of an individual development plan.

#### ***How do I report my CPD activities?***

A CPD record card has been posted on the SSETA website for you to use to report all your CPD activities.

#### ***When do I submit my CPD record card?***

The completed CPD record card must be submitted no later than ***Friday, 31 October 2008***.

#### ***Where must I submit my CPD record card?***

The completed CPD record card must be submitted to Dr Michele Serfontein at the CPD project office. All documentation supporting the authenticity of your CPD programme must accompany your submission.

Should the complete submission be too difficult to email or fax, then please drop off the hard copies at the SSETA offices:

Ms. Dharmisha Govind  
***Chamber Manager: Marketing Services***  
14 Sherborne Road  
Park Town

#### ***Who do I contact with my questions?***

For any further information or clarity on the CPD programme for Chartered Marketers, please contact Dr Michele Serfontein at the CPD project office:

Email: [Michele@bdtcc.co.za](mailto:Michele@bdtcc.co.za)

Fax: 086 613 6565