



[CM logo]

**CHARTERED MARKETER (SA)
CONTINUING PROFESSIONAL DEVELOPMENT (CPD) RECORD CARD
1 NOVEMBER 2007 – 31 OCTOBER 2008**

To Maintain CM(SA) Status

- Chartered Marketers must acquire a minimum of **50 points** during the 12 month period.

Send your completed record card to BDTCC, P.O. Box 3032, CRESTA, 2118 or
Email: michele@bdtcc.co.za or Fax: 086 613 6565

- Keep a copy on record and keep copies of the evidence of participation in the various activities. You are **not** required to submit evidence of participation during the interim submission. This is only required with the **final submission**.
- For Attention: Dr Michele Serfontein (Project Manager: CM(SA))

Please note:

The CPD requirements for this period are detailed in the “CPD Guide for Chartered Marketers 2008”. However, some important aspects are highlighted below.

Business context of CM(SA):

A Chartered Marketer performs his or her business related activities within a specific environment. The type of environment in which one works influences the type of CPD activities that would be chosen and affects the weighting of the points required for CPD.

- A: Corporate or Government;
- B: Business Owner, Entrepreneur or Consultant; or
- C: Academic.

Once the context in which the CM (SA) operates is identified, then the candidate is able to determine how many points are required for each CPD category.

The weighting has been introduced to ensure that Chartered Marketers are competent to operate in a variety of business contexts.

CATEGORIES OF CPD ACTIVITIES

CPD activities have been grouped into 7 different categories. The CM(SA) is required to ensure that CPD activities cover a variety of these categories and that they do not exceed the maximum no. of points within a given business context.

- **Articles / Papers** – All articles that the candidate has read in academic, industry or business related journals, magazines and websites. The publishing of articles in these media involves more preparation and should therefore be allocated more CPD points.
Maximum no. of CPD points: A – 15; B – 17; C – 15
- **Lectures / Speeches** – lectures, guest speeches and key note speeches focused on a marketing topic or content.
Maximum no. of CPD points: A – 17; B – 10; C – 5
- **Supervising / Mentoring / Coaching** – Formal or informal activities related to the development of individuals within a marketing context. The CM(SA) can participate as a candidate or a provider of this activity. CPD points can only be allocated to this activity when specific cases are clearly identifiable. For instance the coaching of junior staff at the workplace is an ongoing activity.
Maximum no. of CPD points: A – 17; B – 5; C – 12
- **Courses and seminars – Full time or part time studies**, short courses, workshops, seminars and conferences all fall within this category. These need to be offered through the structured CPD programme or through registered CPD activity providers or accredited institutions of learning.
Maximum no. of CPD points: A – 17; B – 17; C – 5
- **Professional Development** – Membership of professional bodies; support of the marketing industry through involvement in committees, councils and boards; and the initiation, participation or management of industry related projects, awards and activities.
Maximum no. of CPD points: A – 7; B – 12; C – 17
- **Community work / Social Development** – Work that is done pro-bono for the betterment of the community. Corporate Community Development Projects can be included in this category when supporting evidence of real contribution to the social development of a community is demonstrated.
Maximum no. of CPD points: A – 10; B – 15; C – 17
- **Personal Development** – Any activity that is not marketing specific but that contributes to the professionalism and ethics of a CM(SA). This includes, for instance, participation in short courses addressing time management or project management. Representation in a sport at regional, national or international level also falls within this category.
Maximum no. of CPD points: A – 10; B – 17; C – 17



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CPD RECORD CARD

Name & Surname:		Year of Graduation:			
CM(SA) No.:		Submission Date:			
Business Context:					
Category & weighting	Date of activity	Description of activity	Confirmation of participation in the activities	No. of hours	For Office Use Only
Articles and Papers Weighting = 15, 17 or 15 points (max)		<i>For instance – Read Strategic Marketing magazine (2 hours) and completed CPD questionnaire</i>	<i>CPD questionnaire faxed</i>	3	

Category & weighting	Date of activity	Description of activity	Confirmation of participation in the activities	No. of hours	For Office Use Only
Lectures and speeches Weighting = 17, 10 or 5 points (max)		<i>For instance – spoke as key note speaker at IMM graduation on Personal Branding</i>	<i>Letter from IMM</i>	1	

Category & weighting	Date of activity	Description of activity	Confirmation of participation in the activities	No. of hours	For Office Use Only
Supervising, Mentoring or Coaching Weighting = 17 or 5 or 12 points (max)		<i>For instance – acting as mentor for junior brand manager at work</i>	<i>Letter from Marketing Director confirming role as mentor</i>	10	

Category & weighting	Date of activity	Description of activity	Confirmation of participation in the activities	No. of hours	For Office Use Only
Courses and Seminars Weighting = 17 or 17 or 5 points (max.)		<i>For instance – attended SSETA workshop on 18 July for Francis Petel</i>	<i>Signature on Register</i>	3	

Category & weighting	Date of activity	Description of activity	Confirmation of participation in the activities	No. of hours	For Office Use Only
Professional Development Weighting = 7 or 12 or 17 points (max.)		<i>For instance – member of MASA</i>	<i>Letter of confirmation of status as member from MASA</i>	5	

Category & weighting	Date of activity	Description of activity	Confirmation of participation in the activities	No. of hours	For Office Use Only
Community work or Social Development Weighting = 10 or 15 or 17 points (max.)		<i>For instance – sponsorship of 10 marketing books to new school library</i>	<i>Letter from school confirming contribution</i>	3	

Category & weighting	Date of activity	Description of activity	Confirmation of participation in the activities	No. of hours	For Office Use Only
Personal Development Weighting = 10 or 17 or 17 points (max.)		<i>For instance – currently completing online course with Quirk about eMarketing</i>	<i>Proof of login to Quirk site and downloading of information</i>	10	