



## ***Initial CM(SA)/MP(SA) Workshops for Chartered Marketer (SA) and Marketing Practitioner (SA)***

The processes for achieving these two designations are similar in many respects. But no matter which designation interests you, this ***Initial CM/MP Workshop*** is for you. It's the first step on the formal path to being recognised as a CM (SA) (Chartered Marketer) or MP (SA) (Marketing Practitioner).

The workshop gives you an opportunity to decide which level of recognition you wish to attain and also helps you to evaluate, in discussion with us, your readiness to undertake the process.

Registration is from 08h30. The workshop starts at 09h00 sharp and ends at about 16h30. Lunch and tea/coffee/water are provided.

The topics to be covered include:

- Introduction to CM (SA) and MP (SA).
- Background to South Africa's new ETD system.
- Recognition of Prior Learning (RPL) and Accreditation of Prior Marketing Achievement (APMA).
- Unpacking the outcomes of the qualification.
- Identifying acceptable evidence to meet the associated assessment criteria.
- Developing a portfolio of evidence (PoE).
- Writing reflections on your evidence.
- Your presentation and personal interview.
- The CM Board Exam (CM only).
- The assessment and moderation process.
- Deadlines for completion at different stages.
- CPD requirements.

**NB:** At the end of the workshop you sign up for the process you have decided to follow.

## COSTS

The cost of the **Initial CM/MP Workshop** is **R1,500** and is payable in advance. This amount is offset against the total cost of whichever designation you decide to follow.

### Marketing Practitioner (SA)

The total cost of the **Marketing Practitioner (SA)** process is **R6,000**. The Services SETA will subsidise this by **R3,000** for individuals employed by its member companies. These include organisations that have been, but are not currently, registered for SDL but whose SIC code is one for which Services SETA is responsible. Individuals employed by companies which are non-members will be subsidised by **R1,500**.

	Services SETA member		Non Services SETA member	
Total cost	<b>R6,000</b>		<b>R6,000</b>	
<b>Payable by</b>	<b>Candidate</b>	Services SETA	<b>Candidate</b>	Services SETA
Cost of Workshop	<b>R1,500</b>		<b>R1,500</b>	
Services SETA subsidy		R3,000		R1,500
<b>Balance – payable on signing up after INITIAL Workshop</b>	<b>R1,500</b>		<b>R3,000</b>	
<b>TOTAL</b>	<b>R3,000</b>	<b>R3,000</b>	<b>R4,500</b>	<b>R1,500</b>

### Chartered Marketer (SA)

The total cost of the **Chartered Marketer (SA)** process is **R12,000**. The Services SETA subsidy is **R6,000** for individuals employed by member companies. These include organisations that have been, but are not currently, registered for SDL but whose SIC code is one for which Services SETA is responsible. Individuals employed by organisations which are non-members will be subsidised to the tune of **R3,000**.

	Services SETA member		Non Services SETA member	
Total cost	<b>R12,000</b>		<b>R12,000</b>	
<b>Payable by</b>	<b>Candidate</b>	Services SETA	<b>Candidate</b>	Services SETA
Cost of Workshop	<b>R1,500</b>		<b>R1,500</b>	
Services SETA subsidy		R6,000		R3,000
<b>Balance – payable on signing up after INTERIM Workshop</b>	<b>R4,500</b>		<b>R7,500</b>	
<b>TOTAL</b>	<b>R6,000</b>	<b>R6,000</b>	<b>R9,000</b>	<b>R3,000</b>

Aspirant Chartered Marketers can indicate at the end of the **Initial** Workshop that they wish to proceed towards this designation. At the **Interim** Workshop, at which the evidence that they have been able to access will be discussed, they have another opportunity to decide to:

- proceed with the Chartered Marketer (SA) designation, and to pay the balance of the process costs,
- delay the preparation of their Portfolio of Evidence by up to 12 months but to continue with the process and pay the balance of the process costs;
- switch from the Chartered Marketer (SA) to the Marketing Practitioner (SA) process and pay the balance of the Marketing Practitioner (SA) costs.

This allows for candidates who discover that they do not have sufficient evidence to hand, or accessible, to defer their progress to Chartered Marketer (SA) or to switch to Marketing Practitioner (SA).

The subsidies are paid, by Services SETA, directly to RPML at specific stages in the process.

The current schedule for 2008 is:

Initial CM/MP Workshop	Initial Workshop	Interim Workshop	PoE submission	Presentation & Panel Interview	CM Board Exam
Jhb 1	Fri 27 June	Mon 21 July	Mon 11 Aug	Tues 2 Sept	To be confirmed
Jhb 2	Fri 18 July	Fri 15 Aug	Mon 15 Sept	Tues 30 Sept	To be confirmed
Cape Town 1	Fri 8 Aug	To be confirmed	To be confirmed	To be confirmed	To be confirmed
Durban 1	Fri 15 Aug	To be confirmed	To be confirmed	To be confirmed	To be confirmed
Jhb 3	Fri 5 Sept	To be confirmed	To be confirmed	To be confirmed	To be confirmed

If you would like to attend any of the *Initial CM/MP Workshops* please complete the attached application form and email back to [john@rpml.co.za](mailto:john@rpml.co.za)

If you would like more information on any aspects of the process, please contact John Gabriel at [john@rpml.co.za](mailto:john@rpml.co.za)



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Chartered Marketer and Marketing Practitioner**

Yes, I would like to attend an **Initial CM/MP Workshop**.

**Please complete and email to [john@rpml.co.za](mailto:john@rpml.co.za) or fax to 086-614-5017.**

Name:
Employer:
Member of Services SETA – NO/YES - If YES SDL number
Contact number:
Email address:

**Choice for Workshop date.**

Please indicate the Initial Workshop that you would like to attend:

<i>Date</i>	<i>Place</i>	<i>Tick choice</i>
Friday 8 <sup>th</sup> August	Cape Town	
Friday 15 <sup>th</sup> August	Durban	
Friday 5 <sup>th</sup> September	Johannesburg	

Please indicate any specific dietary requirements:

***Invoice***

Name and address for invoice: