



## Chartered Marketer (SA) & Marketing Practitioner (SA)

### **OVERVIEW OF THE PROFESSIONAL DESIGNATIONS**

#### **1. Professional Qualifications**

Both Chartered Marketer [CM (SA)] and Marketing Practitioner [MP (SA)] are professional designations that are recognised by the South African Qualifications Authority (SAQA) and included on the National Qualifications Framework (NQF). They recognise the professional competence of marketing practitioners.

To meet the requirements of the two designations, prospective candidates should have the following:

##### ***Chartered Marketer:***

- A minimum of 10 years' line- and management-level marketing experience
- A proven track record of practical marketing mastery at strategic level
- An academic qualification at NQF Level 7 or equivalent experience

Typical positions include: Chief Marketing Officer, Marketing Director / Manager, CEO, Sales Director / Manager, Business Owner / Entrepreneur

##### ***Marketing Practitioner:***

- A minimum of 3 years' experience in marketing, preferably at middle management level with supervisory experience.
- A proven track record of practical marketing competence at tactical / operational level
- An academic qualification at NQF Level 5 or equivalent experience

Typical positions include: Brand Manager, Product Manager, Field Manager, Account Executive, Sales Representative, Marketing Assistant, Business Owner / Entrepreneur

The above are simply guidelines; the real test is whether you have the necessary competence to meet the requirements and the evidence to prove this.



## **2. The process**

The processes for achieving the Chartered Marketer and Marketing Practitioner designations are similar. The basic process is as follows:

### **Stage 1: Initial Workshop (1 full day)**

***See attached document for full details (Initial CM(SA) / MP(SA) Workshop)***

### **Stage 2: Gathering of evidence & compilation of portfolio of evidence (4 weeks)**

You have four weeks to gather evidence that meets the requirements of the designation. Your evidence is stored in a *portfolio of evidence (PoE)*, which is a structured, organised, and systematic collection of documents and materials proving your competence against the relevant outcomes that comprise the qualification.

### **Stage 3: Interim Workshop (half day)**

The interim workshop takes place midway through the evidence-collecting process. Its purpose is to help you check your evidence against the requirements of the designation, conduct a gap analysis, and plan how to gather any outstanding evidence. Also, you have the opportunity to discuss any other issues with your peers and your assessor.

If you have opted for Chartered Marketer (SA) and find that you do not have sufficient evidence, at this stage, to continue with the process, there is the option either to switch to Marketing Practitioner (SA) or to defer completing the Portfolio of Evidence for up to one year.

### **Stage 4: Completion of PoE (4 weeks)**

You now have another four weeks to complete your portfolio of evidence.

### **Stage 5: Submission and assessment of PoE**

Once you've submitted your PoE, it will be assessed by qualified, accredited assessors.

### **Stage 6: Presentation and personal interview**

Based on your PoE, you will be required to make a presentation on why you should be considered for the designation. You will then be interviewed by a panel comprising your assessors and current Chartered Marketers or Marketing Practitioners.

Your presentation and interview will be video recorded as evidence for your PoE.

### **Stage 7: Moderation**

Your PoE will be moderated by a qualified, accredited moderator.



**Stage 8: *Marketing Practitioner only* - Announcement of results**

Your overall results (i.e. PoE, presentation and personal interview) are verified by Services SETA, ratified by the CM Committee and then communicated to you by email.

**Stage 9: *Marketing Practitioner only* - Graduation**

You will be invited to attend a graduation ceremony at which you will receive your professional designation.

**Stage 8: *Chartered Marketer only* - Board examination**

As the final stage in the assessment process, prospective CMs are required to write an examination that is set and assessed by the Chartered Marketer Board.

**Stage 9: *Chartered Marketer only* - Announcement of results**

Your overall results (i.e. PoE, presentation and personal interview, and Board exam) are verified by Services SETA, ratified by the CM Board Examination Committee and then communicated to you by email.

**Stage 10: *Chartered Marketer only* - Graduation**

You will be invited to attend a graduation ceremony at which you will receive your professional designation.

**Continuing Professional Development (CPD)**

To maintain your status, you will be required to accumulate a set number of CPD points every year. You will also be required to sign and abide by the Chartered Marketer Code of Conduct .

