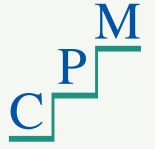




AUSTRALIAN
MARKETING
INSTITUTE



CERTIFIED
PRACTISING
MARKETER

AUSTRALIAN MARKETING INSTITUTE

CERTIFIED PRACTISING MARKETER

THE PROFESSIONAL BENCHMARK



THE PROFESSIONAL BENCHMARK

The Certified Practising Marketer (CPM) Program shows that you are a professional marketer - recognised by your peers for your extensive experience and qualifications. Through exclusive networking and ongoing professional development you will maintain your competitive advantage.

CPM: RECOGNITION FOR TOP MARKETERS

CPM is the peak professional benchmark for marketers. Unlike tertiary qualifications, CPM is recognition of both formal education and successful application of your marketing knowledge and skills.

The Certified Practising Marketer Program:

- Defines excellence in the marketing profession, balancing practical experience and conceptual thinking
- Advances your knowledge with continued professional development and networking
- Promotes the profession of marketing by recognising only qualified practitioners of marketing

BECOMING A CERTIFIED PRACTISING MARKETER (CPM)

ENTRY CRITERIA

Every application to become a CPM is assessed on the individual's merits. To qualify, CPM candidates typically have:

- Minimum 5 years practical marketing management experience with recognised marketing qualification/s
- 10 years marketing management experience/practise
- Extensive marketing knowledge and background experience

HOW ASSESSMENT WORKS

CPM certification is based on both quantitative and qualitative assessments of career achievements, work history and education. To be successful the applicant must accumulate 650 points across all three areas.

The **quantitative assessment** takes into account educational qualifications, current job function, level of responsibility and total practical experience. In addition, weighting is given to the size of the organisation and the level of the role within that organisation.

The **qualitative assessment** involves a review of past vocational achievements and current role.

ASSESSMENT CRITERIA EXPLAINED

1. Educational Qualifications

A marketing degree or post graduate diploma in marketing is the basic education level. It is however, recognised that people can enter marketing without marketing qualifications and credit is given for completed qualifications in other disciplines and any marketing studies undertaken.

In some circumstances, substantial marketing experience can substitute for qualifications. However, in these cases applicants must demonstrate conceptual competence acquired through more than 10 years of marketing specific practise.

2. Practising Experience

A minimum of 5 years broad marketing experience is required. Applicants must demonstrate a breadth of experience with more than one area of marketing expertise such as communication, market research or sales.

3. Professional Achievements

Applicants are required to provide a resume of their professional achievements. Clear career progress, increasing functional responsibility and seniority indicate a track record of professional achievement. Evidence of work done, results achieved and career highlights is sought. All claims must be independently substantiated.

MAINTAINING A CPM: PROFESSIONAL MAINTENANCE PROGRAM (PMP)

All CPMs are required to undertake a minimum of 100 hours of professional development - Professional Maintenance Program (PMP) - over a three year period. This commitment, which is subject to random AMI auditing, fosters continued learning and development.

Your PMP must meet the criteria and policies set by the national professional development committee. The majority needs to be structured learning such as CPM workshops, tertiary study, marketing forums and management training. The remainder of your program can include informal activities such as academic readings.

BENEFITS OF BECOMING A CERTIFIED PRACTISING MARKETER

- Opportunity to list your marketing related services on the *AMI Marketing Services Directory*
- Access to competitive discounted rates for Professional Indemnity insurance
- Discounts on registration fees at selected conferences and events
- Webinars and access to online journals
- Prerequisite for AFAMI and FAMI member gradings
- National Conference committee memberships
- Preference for national board and council positions
- Ability to judge the AMI Awards for Marketing Excellence



COMMON QUESTIONS ABOUT THE CERTIFIED PRACTISING MARKETER (CPM) PROGRAM

Here are some commonly asked questions about the CPM Program. If you have any other questions please contact the Australian Marketing Institute.

Q: Who can become a CPM?

A: Anyone who is serious about a professional career in marketing can become a CPM. Since CPM is a benchmark of marketing practise it is a measure of career progress for professional marketers.

Q: Is CPM a membership category?

A: The CPM program is not a membership category. It does not supersede or have higher status than any membership category. Nor do you have to be a CPM to be a member of the Institute. However, CPM is a prerequisite for the membership categories of Associate Fellow and Fellow.

Q: How will CPM help my career?

A: It will provide employers and clients with credentials which benchmark past career achievements. It will also serve to differentiate the relative experience of marketing practitioners. CPM will stamp you as a Certified Practising Marketer. Along with the Professional Maintenance Program, your constant updating of skills will be recognised.

Q: Do I have to complete a course to become a CPM?

A: CPM is not a course. It is designed to certify that an individual is a practising marketer who fulfils the Australian Marketing Institute's requirements for qualifications, experience and professionalism. To achieve this standard, some individuals may be required to undertake further study to upgrade their qualifications whilst others may be required to enhance their experience.

Q: What if I do not yet meet the criteria for CPM?

A: Each application is individually assessed. Specific recommendations are made to provide a pathway for each applicant to ultimately achieve CPM accreditation. The assessment process offers valuable feedback and guidance to assist your professional development. If you are not sure you qualify please call us on **1800 240 264**. If you don't qualify yet, we can assist by recommending a course of action (Professional Development Program) that will lead to CPM qualification.

Q: What are my professional development obligations?

A: Each year participants in the CPM Program are required to undertake 32.5 hours of professional development per year or 100 hours over three years. A variety of activities qualify including workshops, seminars and self study, providing the program extends your marketing skills. The AMI offers a range of education, training and professional development designed to meet the needs of marketers based on the qualifications or experience.



Q: Why should I become a CPM?

A: Recognition. The people you respect in your business life will see and recognise you for what you are ... qualified, experienced and professional. It will be the standard required of all marketing practitioners in the future. Marketing is a relative newcomer to the ranks of the professions and through the CPM Program marketers gain the professional recognition they deserve.

Q: How do I apply for CPM?

A: Simply complete the attached CPM Application Form and attach evidence of your educational and career achievements: a résumé or CV; transcripts of results and copies of certificates; an official position description or organisation chart. It is also useful to note specific details of work done or results achieved, i.e. details of your involvement in the successful launch and establishment of a product or service. Send your completed application with a \$55 (INC GST) processing fee to the AMI. If you are not currently an AMI member you will also need to pay membership subscription fees.

CONTACT INFORMATION

For more information about the CPM Program, AMI Corporate Membership and AMI Professional Membership please contact:

Membership Services

AUSTRALIAN MARKETING INSTITUTE

PO Box 7443

Melbourne VIC 3004

Tel: 1800 240 264

Fax: 1800 241 264

Email: membership@ami.org.au

Website: www.ami.org.au

REWARDING EXCELLENCE

CPM Marketer of the Year is awarded to an accredited marketer who has demonstrated exemplary performance in marketing and is held in high regard by peers and colleagues.

The AMI collects personal information in connection with our role as the professional association for marketers. A copy of our Privacy Policy is on our website at www.ami.org.au

This information is provided to assist you in filling out your Certified Practising Marketer (CPM) application. Please take time to read this carefully.

CPM PROGRAM OBJECTIVES

The CPM Program is designed with a number of long term objectives in mind. They are to:

- Define the marketing profession by achieving a balance between experience and conceptual competence and establish an industry recognised imprimatur
- Ensure that the marketing profession continues to advance with expansion of knowledge and information
- Protect the image of the profession by ensuring that only experienced and qualified practitioners are recognised as “marketers”

IS CPM FOR ME?

The CPM Program is for all practising marketers. The typical profiles of existing CPMs are those who are able to demonstrate the following attributes:

- Five years practical marketing experience together with a tertiary qualification in marketing
- Marketing practitioners without a tertiary qualification in marketing but with over 10 years experience
- Senior marketers with over 15 years practical experience

It is recognised however that not all applicants will achieve the necessary level of experience and conceptual competence in the first instance. Applicants not immediately certifiable are usually deficient in marketing qualifications, broad marketing experience, or both. Accordingly, a practical course of action is prescribed for those applicants to achieve CPM status.

QUANTITATIVE AND QUALITATIVE ASSESSMENTS

CPM MATRIX

The *CPM Matrix* encapsulates the four criteria used to assess applications. The *Quantitative* point scoring matrix often captures the attention of prospective applicants; however, it is worthwhile noting that both *Quantitative* and *Qualitative* measures are essential for CPM assessment.

QUANTITATIVE ASSESSMENT - POINT SCORING

Achieving the desired quantitative score of 650 points **does not** automatically attain CPM status nor is falling short of 650 points an automatic set-back. This is because **job titles** and **function titles** may have different meanings under different situations. However, quantitative scoring offers a quick indication of the applicant’s standing.

WEIGHTINGS

Flexibility in the use of job titles, scope of responsibilities, complexity of work environment, etc., varies within organisations. Organisation size provides some insight into individual job function and seniority. To overcome these differences, points nominated from the *CPM Matrix* are further multiplied against predetermined weightings.

QUALITATIVE ASSESSMENT

Points scored are reviewed against qualitative factors like career path, job functions, responsibilities and seniority. These details should be reflected in the applicant’s CV. For example, an official position description attached with the application will assist assessors in determining the scope

Example 1
Marketing Manager in an organisation with \$110M turnover

		CPM Points	Weighting	Weighted Points	
A	<i>Educational Qualifications</i>	<i>B.Bus (Mktg)</i>	200	n/a	200
B	<i>Job Function</i>	<i>Category/Range Responsibility</i>	125	x 1.3	163
C	<i>Level of Seniority</i>	<i>Marketing Manager</i>	175	x 1.3	228
D	<i>Practical Experience</i>	<i>Full Marketing 6 years</i>	125	n/a	125
Sub-Total			625		716
Plus		<i>Launch Credit</i>			50
Total Points Achieved					766

Example 2
Marketing Consultant & CEO of own business with \$1M turnover

			CPM Points	Weighting	Weighted Points
A	<i>Educational Qualifications</i>	<i>B.Bus (Mktg)</i>	200	n/a	200
B	<i>Job Function</i>	<i>Total Marketing Responsibility</i>	175	x 1.0	175
C	<i>Level of Seniority</i>	<i>Chief Executive Officer</i>	225	x 1.0	225
D	<i>Practical Experience</i>	<i>Full Marketing 12 years</i>	150	n/a	150
Sub-Total			750		750
Plus		<i>Launch Credit</i>			50
Total Points Achieved					800

of job responsibility. The career history will indicate track record and support claims of length of experience. It is useful to note that specific details of work done or results achieved are good pointers i.e. details of your involvement in the successful launch and establishment of a product or service. Printed materials offer good support.

EDUCATIONAL QUALIFICATIONS

The Institute will not accept academic claims at face value. Assessors reviewing academic qualifications need to understand exactly what marketing subjects you have undertaken. As examples, degrees like “B.Comm, B.Arts (Marketing Major) or MBA” are best supported with academic transcripts, clearly showing marketing subjects completed.

ENDORISING DOCUMENTS

Do ensure that documents submitted are properly endorsed by yourself i.e. your signature on the back of the document. During the verification process with the awarding or issuing organisation and at post-assessment audit, documents must be capable of being identified as originating from the applicant.

DECLARATION

Make sure the Declaration is completed. The Institute must have your authority to verify claims made in your application. Applications submitted without a completed Declaration will not be processed.

ASSESSMENT PROCESS

The assessment process is multi-levelled, comprehensive and subject to audit.

OTHER CONSIDERATIONS

In cases of highly experienced senior practitioners who may not have the option of relevant academic study, merit will be considered using career history, experience and other details provided under ‘Practical Experience’.

TIMING

Due to the comprehensiveness of the assessment process much time is consumed in assessment and verification. Applications take about 6-8 weeks depending on the speed of response by other organisations authenticating information submitted.

As the professional benchmark for marketers, the CPM program enjoys the strong support of leading marketing practitioners.

CERTIFIED PRACTISING MARKETER PROGRAM

The CPM program provides recognisable standards for AMI members. It has established the benchmark for marketing practitioners and serves as the mark for qualified practising professionals. Factors taken into account when assessing CPM applicants include:

Current Job Function

To establish the extent to which the applicant is responsible for the marketing decisions of the organisation with which they are associated, it takes into account: the degree of complexity, level of knowledge, skills required and the potential impact of the applicants decision making authority;

Seniority and Career Path

To establish the level of seniority achieved and give recognition to the underlying career path. Current level of seniority tends to reflect past achievements;

Experience

This recognises the importance of experience in the practising of marketing. The aim is to establish the number of completed years of service of the applicant in either a recognised full marketing, marketing related or academic position;

Academic Achievement and Ongoing Study

The aim is to establish the extent to which the applicant has been exposed to, required to think about, demonstrate knowledge in, and apply marketing concepts and theories in the context of formal, recognised/ accredited educational programs;

Other Considerations

In the case of senior marketing practitioners, who do not have relevant academic study, weighting will be given to their experience.

APPLICATION FORM

The Certified Practising Marketer (CPM) application form is on the reverse side of these application guidelines.

Please retain a copy of your application for your records.

The assessment process is both quantitative and qualitative.

The quantitative assessment is achieved by reference to the CPM Matrix. Successful applicants who satisfy both the quantitative and qualitative criteria will be required to commit to an on-going Professional Maintenance Program (PMP). A Professional Development Program will be provided to assist applicants who do not initially meet the CPM criteria.

INSTRUCTIONS

This application must be completed and submitted to AMI for processing. Incomplete applications will not be processed. If insufficient space, please attach typed submissions as appendices. Please read carefully before answering. If unsure, please call Membership Services on **1800 240 264**.

ALL APPLICANTS MUST:

- Complete ALL sections of the application form
- Print or type throughout and attach all appendices to this form
- Forward the appropriate payment with the application

CONTACT INFORMATION

Send your completed application with appropriate payment to:

Membership Services
AUSTRALIAN MARKETING INSTITUTE
PO Box 7443
Melbourne VIC 3004
Tel: 1800 240 264
Fax: 1800 241 264
Email: membership@ami.org.au
Website: www.ami.org.au



The AMI collects personal information in connection with our role as the professional association for marketers. A copy of our Privacy Policy is on our website at www.ami.org.au

CERTIFIED PRACTISING MARKETER

APPLICATION FORM

YOUR DETAILS

Title *First Name(s)*

Surname *Date of Birth*

Nationality Sex: [] M [] F

Citizenship

Organisation

Business Address

Suburb State Postcode

Tel Fax

Mobile

Email

Personal Address

Suburb State Postcode

Tel Fax

Email

Preferred Postal: [] Business [] Personal Preferred Email: [] Business [] Personal

BRIEF SURVEY OF YOUR ORGANISATION

(Choose the most appropriate answer that best describes the business entity in which you work eg. for a large diversified corporation or multinational the measure relates to the relevant strategic unit that you are part of, not the whole corporate entity)

EMPLOYEES

[] < 10	[] 100 - 499	[] 5,000 - 9,999
[] 10 - 49	[] 500 - 999	[] 10,000 +
[] 50 - 99	[] 1,000 - 4,999	

TURNOVER

[] < \$100K	[] \$1M - \$5M	[] \$100M - \$500M
[] \$100K - \$500K	[] \$5M - \$20M	[] \$500M - \$1Bn
[] \$500K - \$1M	[] \$20M - \$100M	[] > \$1Bn

COMPANY TYPE

[] Listed Public	[] Government	[] Partnership
[] Unlisted Public	[] Non-Profit	[] Sole Trader
[] Proprietary Limited	[] Association	

MAIN BUSINESS ACTIVITY

[] Advertising	[] Health & Community Services	[] Science & Technology
[] Communications	[] Information Technology	[] Sport & Recreation
[] Construction	[] Manufacturing	[] Telecommunications
[] Consulting	[] Media & Entertainment	[] Tourism & Hospitality
[] Education & Training	[] Primary Industry	[] Transport & Logistics
[] Finance, Banking, Insurance & Superannuation	[] Professional Services	[] Utilities
[] Food & Beverage	[] Property	[] Other (please specify):
[] Government & Defence	[] Publishing & Printing	
	[] Retail	

EDUCATIONAL QUALIFICATIONS

(Describe in full the official titles of your qualifications including the awarding institution and year of award. Please attach additional information as required and attach photocopies of certificates and academic transcripts)

ENDORSEMENT

The applicant must endorse copies of certificates and transcripts.

(ie applicant's signature on the back of the certificates)

Notes: If the qualification involves Majors, Honours etc, please state clearly. For qualifications obtained through research or a combination of research and coursework, please briefly explain the research topic. For institutions located outside Australia, please name the country where the institution is based.

Qualification/s	Institution/s	Year of Award
1.		
2.		
3.		
4.		

MARKETING AREAS OF INTEREST *(You may select more than one)*

[] Advertising	[] Experiential Marketing	[] Professional Services
[] Business to Business	[] Financial Services	[] Public Relations
[] Communications	[] Incentive Marketing	[] Public Sector
[] Consumer	[] Industrial	[] Retail
[] Direct Marketing	[] Internet	[] Services
[] E-Business	[] Marketing Metrics	[] Other (please specify):
[] Ethics	[] Market Research	

YOUR JOB DESCRIPTION

Position

Division/ Department

Time in Current Position [] years and/or [] months Time in Current Organisation [] years and/or [] months

Major Responsibilities

DECLARATION *(IMPORTANT! Please ensure you complete this Declaration)*

Have you, or the organisation(s) you are/were involved with, been convicted of any civil or criminal offence, inquiries, etc. that are likely to impact on the outcome of this application? *Please tick:*

[] No, I have not been involved in anything that is likely to impact on the outcome of this application. [] Yes, I have and attached are the dates, nature and status of such convictions, litigation, activities, investigations, inquiries etc.

I, _____ hereby declare that all of the information provided in this application is to the best of my knowledge true and accurate. For the purpose of verifying my qualifications and work experience/employment history, I authorise the Australian Marketing Institute (AMI), or its representatives, to contact the persons, organisations and institutions noted in this application. I understand all applications will be treated with diligence and confidentiality will be respected at all times. I accept the decisions for CPM certification by the Australian Marketing Institute as final.

When certified, I agree to: Abide by and uphold the Rules and Regulations and Code of Professional Conduct of the AMI; Uphold the standards and professionalism of CPM by completing the annual Professional Maintenance Program requirements specified by AMI; Pay all annual subscriptions for CPM and AMI when they fall due; Give three months notice in writing if I wish to cease my membership and CPM certification, immediately pay any outstanding amounts owing, return my certificates to AMI and cease using all AMI titles immediately.

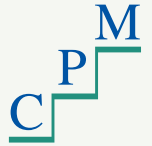
Signature _____ Date _____

ORGANISATION CHART

Please include an organisation chart and clearly mark your position within your organisation.



AUSTRALIAN
MARKETING
INSTITUTE



CERTIFIED
PRACTISING
MARKETER



AUSTRALIAN MARKETING INSTITUTE

CERTIFIED PRACTISING MARKETER

THE PROFESSIONAL BENCHMARK

THROUGH THE CERTIFIED PRACTISING MARKETER (CPM) PROGRAM YOU CAN EXPECT TO FAST-TRACK YOUR PROFESSIONAL MARKETING DEVELOPMENT AND RECEIVE FORMAL RECOGNITION FOR YOUR ACHIEVEMENTS.

THE CPM PROGRAM IS DEDICATED TO:

- RAISING THE BAR ON PROFESSIONAL MARKETING PRACTICE
- PROVIDING THE MOST APPROPRIATE PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR COMPANIES AND INDIVIDUALS
- DEFINING A NEW STANDARD FOR MARKETING EXCELLENCE
- SHARING KNOWLEDGE

BECOMING A CPM ENTITLES YOU TO ATTEND EXCLUSIVE EVENTS, SEMINARS, MEETINGS WITH SPECIAL INTEREST GROUPS AND ALSO PROVIDES YOU WITH HIGHER LEVELS OF NETWORKING OPPORTUNITIES.