



AUSTRALIAN
MARKETING
INSTITUTE



CERTIFIED
PRACTISING
MARKETER

AUSTRALIAN MARKETING INSTITUTE

MARKETING COURSE ACCREDITATION

Assessment and Accreditation of
Marketing Courses in Tertiary Education

Linking Education with the Marketing Profession



Value Creation Through Marketing

AUSTRALIAN MARKETING INSTITUTE
**MARKETING COURSE
ACCREDITATION**

Australian Marketing Institute assessment and accreditation of marketing courses is designed to deliver positive outcomes for both tertiary marketing education and for the marketing profession. It will assist educators to develop curriculums that best meet the needs of employers and, as a consequence, provide marketing graduates with an optimum set of skills and knowledge. It will also contribute to the wider aim of bringing academia and practice closer together.

Importantly, the program will allow tertiary institutions to add the Institute's imprimatur to qualifying courses, providing an independent verification of status and quality.

Accreditation will allow the Australian Marketing Institute to contribute to ongoing marketing curriculum development through processes such as industry feedback, drawing on the knowledge and experience of senior professional marketers.

The benefits of accreditation include:

- The opportunity to learn from the independent professional body and from subject matter experts through the peer review process
- Helping institutions to promote their marketing courses by providing a recognisable "badge"
- Enhancing the credibility and employability of graduates from accredited courses and in turn enhancing the profession as a whole
- Signalling appropriate marketing courses to those planning to choose a marketing career

AUSTRALIAN MARKETING INSTITUTE MARKETING COURSE ACCREDITATION

Accreditation Overview

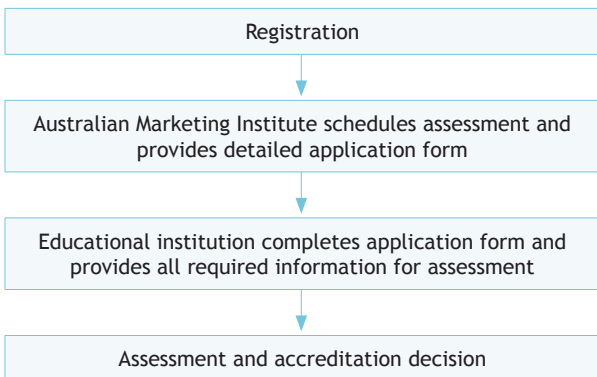
The process involves accreditation and peer review to promote high standards of marketing education, to stimulate self-analysis and to assist the institution under review to achieve its learning objectives.

The key elements are:

- Self assessment and application by the educational institution
- Review by an accreditation team of experienced marketing professionals

Start the accreditation process by registering your educational institution's expression of interest.

Accreditation Process



For more information about the Marketing Course Accreditation visit the Australian Marketing Institute website at www.ami.org.au/accreditation or email accreditation@ami.org.au



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The Australian Marketing Institute (AMI) is the professional body representing marketing in Australia. Its key objectives are to provide representation and professional development for marketers and to advance the practice of marketing as a critical value-adding activity.

The Institute is actively building ties with international marketing bodies such as the UK Marketing Society, American Marketing Association and Marketing Science Institute to ensure global perspectives are reflected at a local level.

Building the marketing profession through combining the strengths of business academia and research remains a key objective for the Institute.

Australian Marketing Institute membership is the only way you can apply for and retain the status of Certified Practising Marketer (CPM).

The Australian Marketing Institute offers:

- A respected and authoritative voice for the profession
- Strong advocacy of the highest standards in marketing
- The opportunity to achieve career advancement and enhanced credibility through professional development programs
- Access to the latest information on marketing practise
- Networking with fellow practitioners

For further information about the Australian Marketing Institute and Marketing Course Accreditation:

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