

Handbook for the

Certified Professional Marketer (Africa)

Africa's professional marketing qualification

The CPMkt(A) is presented by the African Marketing Confederation
www.africanmc.org



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The Certified Professional Marketer (Africa) (CPMkt(A)) is the recognition of an individual's professional status as one of Africa's distinguished marketing practitioners and validates a commitment to best marketing practices, continued self-development and a dedication to excellence in practical and/or academic marketing applications in Africa.

Overview

As the African continent is increasingly being noticed by the rest of the global economy as a place of huge potential and opportunity, each African economy calls for multifaceted marketing and business leaders who have a more balanced and strategic view of the challenges of the marketing environment; those who can spot emerging opportunities and can navigate changing economic conditions. Many senior marketers may have specialised after achieving their basic marketing training and may have gone on to specialise in domains such as marketing planning, advertising, supply chain and logistics, distribution, packaging, branding or competitive analysis. These strategies and concepts may not necessarily be in line with the current trends and challenges from an African perspective on a continent that is very diverse and very different to the other six continents.

The CPMkt(A) has been designed with this in mind and is planned in such a way as to accelerate the process of gaining the skills to transform successful candidates into outstanding African marketing professionals. Those who then have the knowledge and confidence can lead more effectively and efficiently, applying the correct and most relevant strategic tools to tackle Africa and be able to interact in a global context.

Not everyone will qualify for CPMkt(A) candidacy, and not everyone will pass. The CPMkt(A) qualification is demanding and only the best will qualify. The typical CPMkt(A) candidate is: a mature marketing executive, perhaps one that may have recently acquired expanded responsibilities; or, a senior functional marketing manager who feels he/she needs a broader African perspective on his/her role. In fact any marketing professional keen to develop relevant skills and knowledge, achieving the pinnacle of marketing professional qualifications, is the ideal candidate.

Attendance of the CPMkt(A) programme provides candidates with the analytical skills needed to identify, frame and solve complex marketing challenges in Africa; the confidence to make significant business decisions; and the strategic marketing insights and skills to drive fundamental change within an organisation. In short, this executive programme will not just elevate your status among marketing peers, but with newly acquired knowledge, successful candidates can maximise the impact they have on marketing efforts while simultaneously consolidating and enhancing all other academic marketing achievements.

CPMkt(A) Endorsements

The CPMkt(A) programme is recognised and endorsed by the national marketing associations of the seven member countries. Certification is considered, by these bodies, to be the sole and highest achievement available for marketers on the continent.

Ghana

Chartered Institute of Marketing Ghana (CIMG)
www.cimghana.org
Tel: +233 0302 241156



Kenya

Marketing Society of Kenya (MSK)
www.msk.co.ke
Tel: +020 2627684



Nigeria

National Institute of Marketing of Nigeria (NIMN)
www.marketingnigeria.org
Tel: +01 8916914



Morocco

Association Marocaine du Marketing Et De La Communication (AMMC)
http://www.ammc.co
Tel: +212 522 99 26 67



South Africa

Institute of Marketing Management (IMM)
www.imminstitute.co.za
Tel: +27 (0)11 628 2000



Zambia

Zambia Institute of Marketing (ZIM)



www.zambianinstituteofmarketing.co.zm
Tel: +260 211 258034

Zimbabwe

Marketers Association of Zimbabwe (MAZ)
www.maz.co.zw
Tel: +263 (0)47 47 051/031



CPMkt(A) Code of Conduct

The AMC CPMkt(A) commits to promoting the highest standard of professional ethics and values:

1

Honesty and integrity:

to be honest in dealings with all stakeholders.

2

Responsibility:

to accept the consequences of marketing decisions/actions.

3

Fairness:

to balance the needs of buyers with sellers.

4

Respect:

to maintain and recognise basic human dignity of all shareholders.

5

Transparency:

to create a spirit of openness in marketing operations.

6

Good citizenship:

to fulfil the economic, legal, philanthropic and societal responsibilities that serve stakeholders - such as environmental, humanity, community and general populace considerations.

7

Reputation:

to not bring into disrepute, the marketing standards of the industry as a whole, but to promote the highest standards.

8

Honour and relevance:

to always promote and respect the AMC, its members, and peer group and ensure that the AMC remains relevant by participation.

Proposed Benefits of the CPMkt(A)

1

Professionalism:

Status as a CPMkt(A) indicates to others that you have been recognised, and have accomplished, the highest level of qualification on the continent, and are recognised by your peers and associates, as a marketing professional of the highest calibre.

2

Personal Branding:

The use of the CPMkt(A) designation associated to your name, and the use of the CPMkt(A) registered logo on your printed and online materials (at the discretion of the AMC with its authorisation, and if reproduced according to AMC master files).

3

Online and Events:

- Exclusive access and discounts to online webinars; attendance fees at seminars, workshops, lectures, breakfasts and networking meetings; and a discount on attendance and exhibitor fees (if more than one member per organisation applies) at the AMC's African Marketing Summit.
- Books and reference manuals ordered via the AMC website also offer exclusive discounts to CPMkt(A) qualified members.
- Opportunities to network with peers on the AMC blog page.
- Exclusive access to AMC- authorised professionals, who are able to answer marketing-related questions or redirect your query to other marketing bodies that may be of assistance.

4

Publications:

- Receive, four times a year, a copy of the Strategic Marketing Africa magazine.
- Access to online downloads of various marketing-related material.

6

Database:

- Be listed on the AMC's database as a preferred supplier of marketing services.
- Exclusive access to African job market classified pages.

5

Value-added Services:

Provided more than one member of an organisation is a CPMkt(A), the AMC will, where possible:

- Negotiate discounts with its own service providers for services required by CPMkt(A)s: e.g. conference & event venue bookings, travel agents, etc.
- Access a range of exclusive CPMkt(A) corporate products.

7

Mentor/Ship:

- Be mentored, if required, by some of the top marketing professionals on the continent.
- Be mentored: an opportunity to guide and advise CPMkt(A) candidates on their marketing career.

As the AMC and the CPMkt(A) qualification develops, additional benefits will be offered. If your organisation wishes to align itself to the CPMkt(A), please contact the AMC office:

info@africanmc.org

Eligibility

There are three non-negotiable requirements needed to qualify for enrolment for the CPMkt(A) qualification:

1+

A minimum of eight
(8) years
broad practical
marketing experience.

2+

A professional
marketing degree,
or global equivalent
in a marketing
discipline that can be
authenticated by an
institutional authority
and is recognised
by the AMC member
country's national
marketing body.

3+

Membership to
an African professional
marketing body that
in itself is a member
of the African
Marketing
Confederation (AMC).

PLEASE NOTE:

You cannot apply for a CPMkt(A) qualification if you do not already have a degree or professional qualification in Marketing. The AMC will however, direct you to national bodies that can advise on your local institutes whereby such knowledge can be acquired.

The AMC is also able to provide information for AMC approved further study qualifications or degrees, that will satisfy membership criteria to national marketing bodies and thereby eligibility for CPMkt(A) application.

CPMkt(A) Programme

The AMC's CPMkt(A) programme entails a tightly integrated structure. CPMkt(A) candidates are required to complete four steps.

1

Register for CPMkt (A) either through your national body, or online at the AMC website.



2

Attend a three-day CPMkt(A) training course that covers the programme.



4

Submit, one month later, a case study of an African marketing experience.



3

Either write an examination online, or submit a professional report within one month of attendance of the training programme.

Being CPMkt(A) accredited differentiates you from your peers and defines you as a marketing thought-leader.

Application and Materials

Applying for the CPMkt(A) programme will involve submitting a portfolio of evidence, an extensive curriculum vitae, and certified copies of all qualifications. These will be analysed firstly by the national body with which you are registered, and then by the AMC's CPMkt(A) entrance board that will advise on eligibility.

Successful applicants will receive a product package containing a course pack, textbook, pre-course preparation study notes for reading and internet research, details of a workshop, facilitators and board examination.

The full CPMkt(A) programme consists of pre-course preparation, a three-day face-to-face workshop that comprises course work and presentations, and formal assessments including either an examination or a professional report and a compulsory African Marketing case study.

CPMkt(A) Costs

Cost of application (non-refundable):	US\$	250
Course fee		2 800
Board examination fee		450
TOTAL	US\$	3 500

No refund of fees. However, deferment/rewrite of examination is allowed within 12 months of original application.

Rewrite - US\$ 450 (only 2 rewrites permitted, then reregistration is required)

Deferred - 10% processing fee required.

The CPMkt(A) is for African marketers who are raising the bar and unlocking the continent.

Scoring and Results

To qualify as a CPMkt(A), in combination with your case study and completion of an online examination or professional report, you must achieve a score of 80% or higher.

If you do not pass on your first attempt, you may apply to rewrite or resubmit within 12 months of the original attempt and need not attend a second three day training programme. The costs for a rewrite or resubmission will be US\$ 450 (only two rewrites permitted in the year). If you choose to rewrite or re-submit the following year, you will need to re-register and pay the full amount as well as attend the 3-day training session, as course material is updated regularly.

You will be officially advised of your CPMkt(A) examination results by the AMC, either by email, post or via the national professional body of which you are a member.

Certificates will be presented by the national professional body, or at the annual AMC Conference.

Maintenance of CPMkt(A)

CPMkt(A) status is valid for three years. Thereafter the qualified CPMkt(A) is required to complete an online update examination. Knowledge acquisition and study is obtained by monitoring the daily updates on the AMC site and online videos.

Decertification

Decertification of CPMkt(A) status can occur under the following circumstances:

1. The CPMkt(A) has not renewed or paid subscription of membership to the national professional body, which is itself a member of the AMC.
(Exceptions only apply should the national body itself fail to maintain its own membership to the AMC).
2. The CPMkt(A) does not commit to the online top-up study after three years of achieving initial CPMkt(A) status.
3. By bringing the AMC into disrepute by actions deemed in contradiction of the CPMkt(A) professional code of conduct.
4. Be charged and/or convicted of a criminal offence by a recognised court of law.

CPMkt(A) Curriculum

<p>Step 1</p>	<p>Once your application for CPMkt(A) registration has been approved, you will be provided a product package containing a course pack, textbook, pre-course preparation study notes – for reading and internet research, details of workshop, facilitators and board examination.</p>
<p>Step 2</p>	<p>Attend a three (3)-day CPMkt(A) training programme. Lectures and examinations are given in English. The case study and professional report must be submitted in English.</p> <p>The content of the curriculum varies depending on current marketing trends and African relevance. However, readings and case studies will all be African-focused and each will be selected according to at least one of any number of key learning points. All content will relate back to common advanced marketing theory with an African twist. Should you require specific information about the curriculum, please contact: info@africanmc.org</p>
<p>Step 3</p>	<p>Within one month of completing the training programme, you are required to write an examination or submit a professional report:</p> <p>Examination:</p> <ul style="list-style-type: none"> • The examination will be a four (4)-hour online examination. • Case studies are provided and your answers must clearly indicate knowledge gained from attending the CPMkt(A) training course. <p>Professional Report:</p> <p>Candidates elect to submit a professional report, which should be 14 000 words. Candidates will be required to present and defend their professional report to a panel of which the panellists will be drawn from AMC member countries.</p> <ul style="list-style-type: none"> • Candidates choose a topical issue that will impact, or is impacting, positively or negatively on business or marketing within a specific industry in Africa.

	<ul style="list-style-type: none"> • This issue must be considered from both a macro (for example PESTLE) and a meso perspective (for example the impact on supply chain or customers or competition) and the candidate must justify why the chosen issue is topical in Africa (not only in one country). • Example: BRICS (macro) and its impact on competition (meso) within the retail industry in Africa. • From a professional perspective, the candidates should argue why and how it will impact on the future practice of marketing in Africa. • In addition the impact on skills, competency and relevancy of marketing practice in Africa must be considered.
<p>Step 4</p>	<p>Also within one month of completing the training programme, you are required to submit a 5 000 word African case study, using the skills and knowledge gained during the three day CPMkt(A) training programme. Such a case study may be:</p> <ol style="list-style-type: none"> 1. A personal experience whereby you have applied the learnings acquired during the CPMkt(A) training programme. 2. An analytical interpretation of an African marketing effort that could have been enhanced by applying the methodologies presented in the CPMkt(A) programme. 3. A joint African/global marketing effort, using new technologies/applications to increase market impact. 4. A fictional marketing programme that is aimed specifically at introducing a new product or service to the growing African middle-class. 5. Conceptualise a marketing campaign for a global investor that embraces the global marketing strategy, but with an African twist. <p><i>Certain case studies may be selected for publication in the AMC's official publications, website, examinations and other material for public consumption.</i></p>

The CPMkt(A) is a unique programme, with emphasis on diversified African markets that need to successfully operate within complicated and varying political and social systems.

Training Venues

A minimum of one training course will be held annually, in Cape Town, South Africa. Candidates are expected to make their own travel, visa, food, and accommodation arrangements but the AMC will negotiate with local hotels for best rates.

Lunch will be provided by the AMC on the three training days.

Once Qualified

The successful candidate will receive:

1. A CPMkt(A) qualification certificate, valid for three years.
2. A high-resolution copy of the CPMkt(A) logo, for use on personal stationery such as business cards. A pdf will be provided with guidelines on how to use the logo.
3. Access to a blog site, specifically for use ONLY by CPMkt(A)s.
4. Notification of the opportunity to be listed on the AMC website as a CPMkt(A), for which a short profile and personal contact details may be presented.
5. An opportunity to be elected to one of the various boards of the AMC.
6. A 10% discount for your company/business, on the advertising rates for the AMC's magazine: Strategic Marketing Africa.

If you would like your country's national marketing body to be a member of the AMC or if you require further information about the AMC and the Certified Professional Marketer (Africa) qualification, please contact the AMC for further information:
info@africanmc.org or call: +27 (0)11 628 2062/2001



The African Marketing Confederation

Application Form

Certified Professional Marketer (Africa)

Complete and submit this application form to info@africanmc.org or fax to:

Personal Details

Surname: First Name:

Title: Date of Birth:

Nationality: Country of Residence:

Organisation/Employer:

Address of Employer:

.....

Personal Address:

.....

Contact Details: Business:

Mobile:

Fax:

E-mail:

Preferred Method of Communication:

E-mail:

Personal Address:

Business Address:

Professional Details

National Marketing Association Membership:

Educational Qualifications:

(Attach clear copies of the certificates or academic transcripts).

Tick box for attachments

<p>1. Qualification:</p> <p>Year Achieved:</p>	<input type="checkbox"/>
<p>2. Qualification:</p> <p>Year Achieved:</p>	<input type="checkbox"/>
<p>3. Qualification:</p> <p>Year Achieved:</p>	<input type="checkbox"/>
<p>4. Qualification:</p> <p>Year Achieved:</p> <p>In the case of highly experienced senior practitioners, who may not have the option of relevant academic achievement or study, this application may be considered based on career history & experience, the details must be provided in a comprehensive CV.</p>	<input type="checkbox"/>
<p>Current employment: (Please attach your curriculum vitae, indicating full career/employment history).</p> <p>Position and Level of Seniority:</p> <p>Department:</p> <p>Major Responsibilities:</p> <p>.....</p> <p>Organisation's Name and Core Business/Activity:</p> <p>.....</p>	<input type="checkbox"/>

Period in Current Position:	() years () months	
Period in Current Organisation:	() years () months	

How did you hear about the AMC and the CPMkt(A) qualification (e.g. web search/national marketing body/local marketing organisation/colleague/other)?

Please provide details:

.....

.....

Declaration

I, hereby declare that all 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 Africa Marketing Confederation

(AMC), or its representatives, to contact any persons, organisations or 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 CPMkt(A) certification by the Africa Marketing Confederation as final.

I declare that I, and my organisation, have not been convicted of any civil or criminal offence that is likely to impact on the outcome of this application.

When certified, I agree to:

1. Abide by and uphold the Rules and Regulations and Code of Professional Conduct of the AMC.
2. Uphold the standards and professionalism of CPMkt(A) by completing the update programme every three years.
3. Pay annual, subscription fee to the national body that is registered with the AMC.
4. Return CPMkt(A) certificate should I be decertified.

Signed:..... Date: