



CHARTERED
MARKETER

COMPLETE OVERVIEW
& FAQs

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1. About the Chartered Marketer Program

The Chartered Marketer program is designed for the marketing industry as a way to set professional standards for individuals to achieve a professional designation. It is designed for marketing professionals working full-time and is a fully online learning program. It is ideal for marketers looking to develop well-rounded marketing acumen, bring business focus into marketing and hone the soft skills that make for a true professional.

The Chartered Marketer comprehensive program begins with a preparatory course and exam. The preparatory course is intended to level set knowledge of incoming learners and will then be followed by three, 12-week courses of core curriculum. In the fourth semester, learners will choose from 7 elective offerings. The final course will be a Summit/Case Study course which will include an individual and a group assignment component. Learners will need to complete the preparatory course, the three core courses, at least one elective and the summit course to complete the program. Prior to earning the designation and officially exiting the program learners must have at least 3 years of marketing experience.



Upon successful completion of the program, Chartered Marketers will be required to:

- pay annual dues
 - CMA Corporate Member \$250
 - Non-Member \$450
- participate in ongoing [Continuing Professional Development](#)
- adhere [to the Code of Conduct for Professional Marketers](#)

2. Eligibility

2.1 Eligibility Overview

To be eligible for entry into the Chartered Marketer program an individual must meet the following academic requirements:

- 1 year of Canadian experience in a marketing role (meaning the primary function of the role is marketing and the majority of time is spent on marketing responsibilities)
- Graduation from an accredited Canadian university or college with a diploma or degree
- Completion of at least 1 marketing and 1 business course from an accredited Canadian university or college (includes courses from post-graduate studies and continuing education), **or** 2 marketing courses from an accredited Canadian university or college (includes courses from post-graduate studies and continuing education), **or** [2 CMA certificate courses](#) **or** A combination of the above resulting in 2 prerequisite courses (example: 1 marketing course from continuing education at a Canadian college/university and 1 CMA certificate course)

Examples of types of courses that may qualify for prerequisites:

Marketing Courses	Business Courses
Marketing Foundations	Business Law
Marketing Research	Business Administration
Marketing Strategy	Business Marketing
Marketing Communications	Business Management
Consumer Behaviour	Financial Management
Digital Marketing	International Business
International Marketing	Accounting
Personal Selling	Economics
B2B Marketing	Introduction to Management
Marketing Management	Human Resources Management
Brand Management	Management Information Systems
Social Media Marketing	Business Strategy / Strategic Management

**Please note:

- You may have completed these courses during your diploma or degree program, post-graduate program or as continuing education
- This is not an exhaustive list of courses – all marketing and business courses will count as prerequisites given they were completed at an accredited Canadian university or college

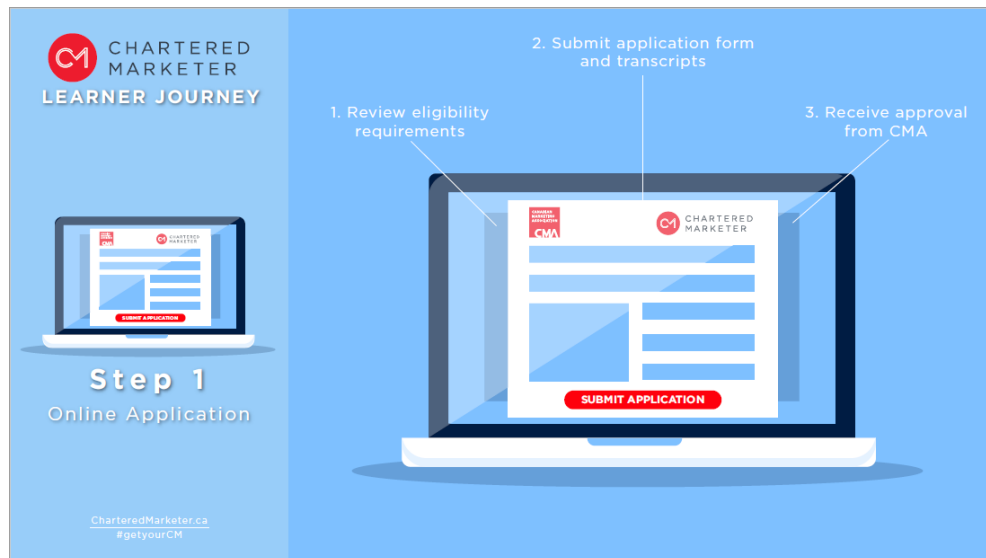
Applicants must indicate on their application form that they have completed the pre-requisite courses necessary to enter the program. Applicants will be allowed entry into the prep course but admission to the program (starting with Applied Marketing Core 1) is subject to receipt of their official transcript and a successful pass on the entrance exam.

2.2 Application Checklist

1. Review eligibility requirements (section 2.1)
2. Complete, submit your application form and provide payment information for the non-refundable application fee (\$200)

Request a copy of your official academic transcript for your degree/diploma (and prerequisite course credit, if not the same as degree/diploma in cases of continuing education)

3. Receive approval from CMA



Obtaining an official transcript:

An official transcript is a record of your grades that has been issued by the school you attended. It will have the school stamp and / or seal on it. Visit the website of your educational institution and navigate to the transcripts page to obtain more information on requesting a copy of your transcript.

Official transcripts should be sent to us directly from the school. Transcripts mailed to us by applicants will be only be accepted if they arrive in the original, sealed (signed and / or stamped) envelope of the institution. Many academic institutions can mail a copy of your official transcript directly to the CMA, often within a few business days.

Transcripts can be sent to the address below:

Canadian Marketing Association
Attention: CM, Program Coordinator
55 University Avenue, Suite 603
Toronto, ON, M5J 2H7

CMA is not responsible if your transcript is lost in the mail.

Next Steps

CMA will send you two confirmation emails – one when your application and fee are received and one when your transcript is received. The second email will provide details regarding the status of your application and next steps.

If you have any questions, please email certificationmanager@thecma.ca.

3. CM Designation Program – Overview

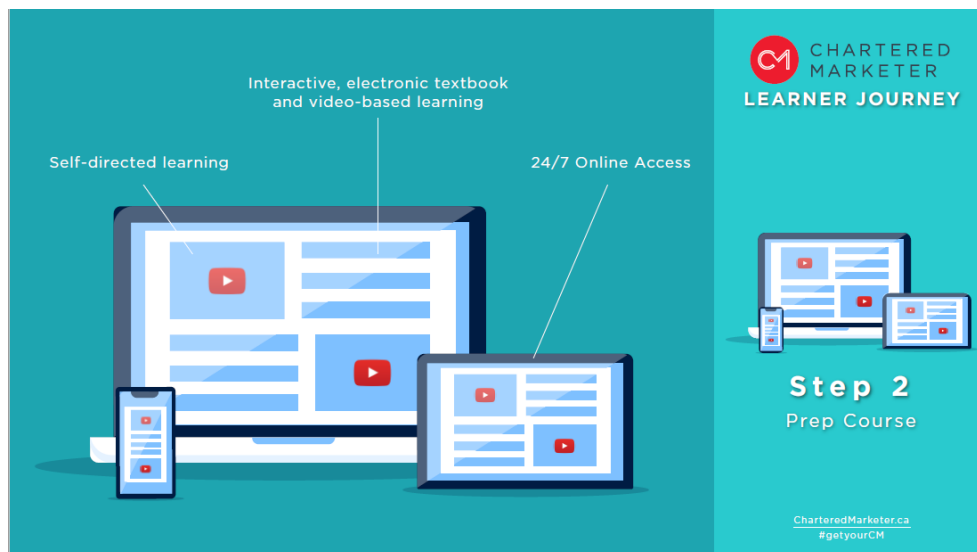
3.1 CM Designation Program Structure

There are five parts to completing the CM Designation Program. Courses may only be taken one at a time, and must be completed sequentially (Preparatory Course, Applied Marketing Core 1, Applied Marketing Core 2, Applied Marketing Core 3, Specialization Elective, Summit Project/Course).

The entire CM Designation Program must be completed by learners within 5 years of beginning the Preparatory Course.

3.2 CM Prep Course Overview

For anyone looking to complete the CM Program, it is mandatory to first complete the CM Prep Course and subsequent exam. The course will level set knowledge of incoming learners before entering the first core course of the CM Program.



3.3 CM Prep Course Structure & Learning Options

The CM Prep Course is a six-module, textbook-based course intended to level set knowledge of incoming learners. There is no instructor for this course; it will be self-directed learning using an interactive, online textbook, “Marketing”.

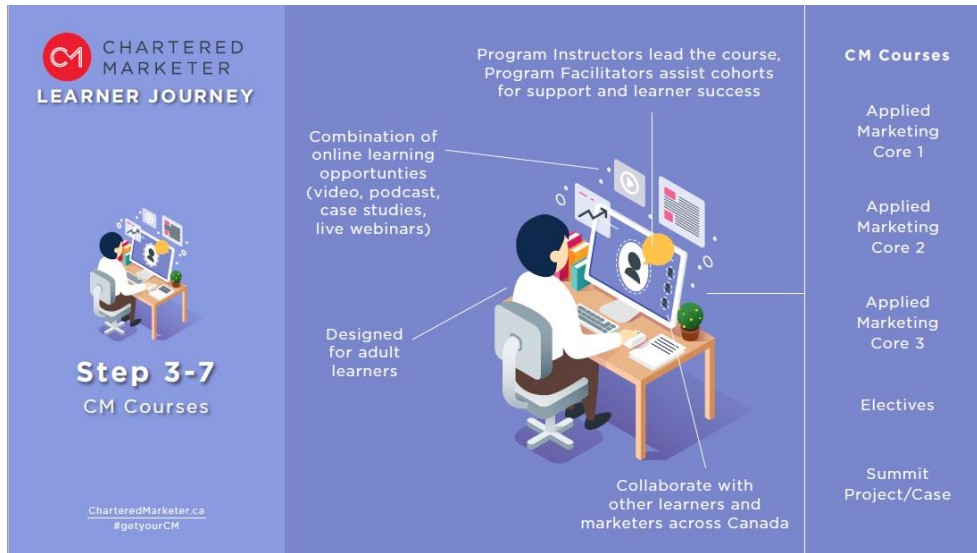
The learning will include quizzes at the end of each of the six modules, completed as part of the online textbook. A final exam will consist of multiple-choice questions.

The six modules are: Assessing the Marketplace, Understanding the Marketplace, Targeting the Marketplace, Value Creation, Value Communication, and Ethics and Socially Responsible Marketing.

On average, learners should spend an approximate 4-6 hours of study time each week. The program is designed for you to go at your own pace but can be completed within 6 weeks with 4-6 hours of study per week.

3.4 CM Course Structure

Applied Marketing Core Courses



The three Applied Marketing Core Courses are intended to give all Chartered Marketers a broad base of understanding of multiple marketing disciplines, allowing them to touch on many areas instead of specializing in a particular field. Courses include marketing, business and soft skills throughout. Each Applied Marketing Core Course is 12-weeks in length and are facilitated by a team of instructors. All courses will contain several assessment pieces which must be completed in order to pass.

Course	Topic Overview
Applied Marketing Core 1	<ul style="list-style-type: none"> Understanding the Customer (Insights, Data Science, Research) Strategic Thinking for Marketers (Opportunity Sizing, Value Proposition Development, Market Planning) Brand Strategy (Perception, Values, Voice & Positioning)
Applied Marketing Core 2	<ul style="list-style-type: none"> Financial Management for Marketers (P&L, Margin Management, Pricing) Measurement & Analytics (KPIs, Metrics in Digital & Traditional) Effective Campaign Development
Applied Marketing Core 3	<ul style="list-style-type: none"> Communications Planning (Messaging Hierarchies, User Experience, Formats) Building Integrated Campaigns (Media & Content, Channel Selection, Optimization, Automation) Marketing Technologies & Emerging Trends

Specialization Elective Courses

There are seven elective courses that will be offered, at various times, in a variety of specific areas within marketing. One elective is required to complete the program.

Course Name
Martech
B2B
Customer Experience
Not for Profit
Media
Customer Insight & Analytics
Brand Strategy

Summit Project/Course

The final stage of the CM Designation is to complete a Summit Course.

The Summit Course will be a combination of an individual assignment based on the completed specialization elective and a group project based on an immersive case study. The assignments will be assessed by a panel of CMOs, industry leaders and course instructors and developers. There will also be soft skills training and practice involved in the Summit course to better prepare Chartered Marketers for all realities of practicing marketing at a high standard.

3.5 Learning Options

The CM Preparatory course, core courses, electives and summit will be delivered with a combination of online learning through text, recorded audio, case studies and live webinar instruction. On average, learners should spend an approximate 4-8 hours of additional study time each week. It is essential that learners interact with the diverse course curriculum elements and complete all assignments if they wish to be successful in the CM Designation courses.

3.6 Course Cancellations

CMA reserves the right to cancel course offerings due to insufficient enrolment. Enrolling in a course well ahead of the enrolment deadline may avoid cancellations of courses. In the event that a course is cancelled, all learners will be notified, and a full refund will be issued.

4. Enrolment Timelines and Fees

4.1 Course Enrolment Deadlines & Course Dates

Prep Course	
On Demand	The Prep Course can be taken at any time after successful application. It must be completed within 4 months.
Applied Marketing Core 1 – Enrolment until 1 week before the start date	
Winter 2019	January – April
Spring 2019	May – July
Fall 2019	September – December
Applied Marketing Core 2 - Enrolment until 1 week before the start date	
Winter 2019	January - April
Spring 2019	May – July
Fall 2019	September – December
Applied Marketing Core 3 - Enrolment until 1 week before the start date	
Winter 2019	January - April
Spring 2019	May - July
Fall 2019	September – December
For exact course dates, please visit the website www.charteredmarketer.ca	

4.2 Course Fees

Course	Course Fee	
	Member	Non-Member
Preparatory Course and Entrance Exam	\$595	\$795
Applied Marketing Core 1	\$1,395	\$1,695
Applied Marketing Core 2	\$1,395	\$1,695
Applied Marketing Core 3	\$1,395	\$1,695
Specialization Elective	\$1,395	\$1,695
Summit Project/Course	\$1,395	\$1,695

**Prices exclusive of tax

4.3 Deferment Policy

All learners are subject to the following deferment policy:

In extenuating circumstances, a deferment may be requested. Requests for deferment should be made in writing (email is acceptable) stating reasons why a deferment should be granted. All deferment requests must be received prior to the start of week 3. Learners may only defer to the next available semester. Requests made after week 3 will be reviewed on a case by case basis and subject to a deferral fee.

5. Technology Requirements

All learners must have full access to a computer and internet to ensure they can view all online materials.

5.1 Brightspace (D2L) Web Portal

All learners will be enrolled in their respective courses and will receive an email with their login information the morning of the course start date.

6. FAQs

6.1 Prep Course

How long does the application/approval process take?

- Once payment for your application is received, you can be enrolled into the prep course within 24-48 hours. You will not be enrolled in Applied Marketing Core 1 until your official transcript has been received by CMA and payment has been made by the enrolment deadline.

What does the prep course consist of?

- The [Chartered Marketer Prep course](#) is the mandatory first step to participation in CMA's two-year Chartered Marketer program. The Prep course is a self-directed, move-at-your-own-pace course adapted from McGraw-Hill's 2018, "Marketing" textbook.
- The course uses an electronic version of the textbook, with videos, interactive exercises, current case studies and examples to give learners a comprehensive overview of marketing today. This will place learners on equal footing as they move into the interactive, collaborative CM program.

How long is the prep course?

- The course is 6 modules in total, which can be completed at the learner's own pace. The course will take a learner approximately 4-6 hours to complete each module including the quizzes.

What grade do I need to get to pass the prep course?

- You would need a minimum of 50 % on the final exam, and an overall grade of 60% to pass the course.

If I do not pass the prep course, how many times can I redo it?

- Learners have two attempts to pass the final exam. Should they not pass after 2 attempts they are encouraged to contact CMA

How often will the prep course be offered?

- The prep course is available to successful applicant at any time to begin. It must be completed within 4 months of beginning.

Do I need to complete the modules in the prep course sequentially?

- The modules do not have to be done in any specific order. We do recommend that you complete the modules sequentially, for best results.

What is the next step after I enroll into the prep course?

- Once enrolled in the prep course CMA will send you login details and course details prior to the schedule prep course start date.

Do I need to purchase the textbook?

- No, learners do not need to purchase a textbook.

Can I take my prep course final exam at any location?

- Yes, the prep course is offered online and so is the final exam.

6.2 CM Program

What are my options if I sign up for a course and can no longer complete it?

- In extenuating circumstances, a deferment may be requested. Requests for deferment should be made in writing (email is acceptable) stating reasons why a deferment should be granted. All deferment requests must be received prior to the start of week 3. Students may only defer to the next available semester.

Can I complete the CM program while working full-time?

- This program is intended for working professionals to be a part-time professional development program. Each course requires 6-8 hours per week of course work to ensure it is achievable for those working full-time.

Am I eligible to apply if I am an international student?

- Please contact the CMA if you are interested in the CM program and have international education (certificationmanager@thecma.ca)

I noticed that there is group work at the end of the program – how does that work if this is an online program?

- Using online sharing tools and resources (i.e. DropBox, Email, etc.), you will have to work remotely with your group members that will be assigned by the facilitator. Your facilitator will organize this through the online learning platform.

When are course fees due?

- Payment for each course needs to be made in full a week prior to the course start date that you are enrolled in.

I read that I must have 3 years of marketing work experience to exit the Chartered Marketer program. Do I have to earn my marketing experience while in the program, before receiving the designation?

- You can enter the program already meeting the 3-year work experience requirement, you can also earn it during the program or after completing the program
- You will not receive the CM designation, until you have earned the necessary marketing work experience
- 1 year of work experience in marketing is required to enter the program

6.3 Continued Professional Development (CPD)

What are CPD Credits?

- CPD stands for [Continuing Professional Development](#), and is the term used to describe the learning activities professionals participate in to develop and enhance their abilities.

What CPD requirements are members required to meet?

- Chartered Marketers must earn a total of 60 credits over a three-year cycle. Not earning fewer than 15 credits per year.

What qualifies as [CPD credits](#)?

- Structured, relevant learning that includes a formal assessment (e.g. an exam)
- Relevant learning with no formal assessment
- Marketing leadership
- Self-directed learning
- Researching and writing
- Community participation

I have recently earned my CM designation. When do I start logging my CPD credits?

You will be required to start obtaining CPD credits in the calendar year following the year in which you are awarded the designation. CMs will be permitted to bring forward any credits earned during the gap between achieving the designation and the next calendar year.

What is the online CPD log and where can it be found?

- The [online CPD log](#) is where you will have to log your credits, to ensure that as a CM you will remain competent to practice your profession by participating in lifelong learning that helps you remain current in the rapidly changing profession of marketing.
- Participating in logging your CPD credits, deepens your professional competencies; and, exposes you to emerging issues in marketing, business and the broader social context.

Will there be an audit to ensure compliance?

- Yes, CMA will audit a percentage of Chartered Marketers to ensure submitted logs are truthful and accurate.

What happens if I fail to comply with CMAs CPD requirements?

- CMA's CPD requirement may result in suspension of your Chartered Marketer designation until the requirement is met.

Is there a deadline to log CPD credits per 3-year cycle?

- Your completed log should be submitted at the end of each year prior to December 31, during the 3-year cycle.

How many CPD credits are required by CMA?

- Total of 60 credits over a three-year cycle. You can earn more, but CMA will account for the first 60 credits earned.

Can credits be carried over?

- No, except in cases of CMs in their first year.

Contact Us

Questions please reach out to:

Keyorah Leith

CM, Program Coordinator

Direct: 416-644-3761

kleith@thecma.ca