



CHARTERED
MARKETER



CANADIAN
MARKETING
ASSOCIATION

CMA

Develop your marketing talent

Enrol in the CM Program.
Get the Designation.
Be Recognized.

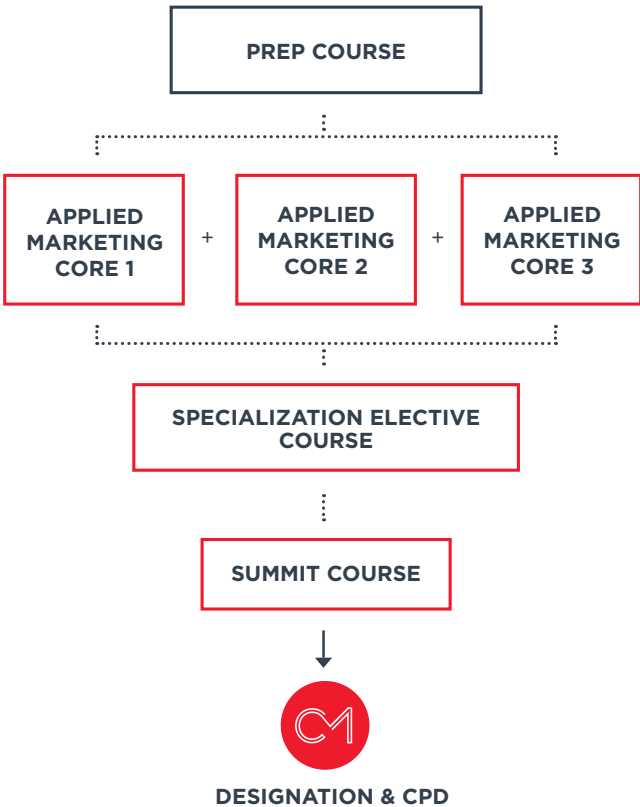
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#getyourCM

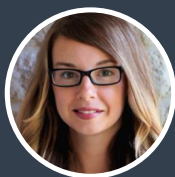
The Chartered Marketer (CM) designation, developed by the Canadian Marketing Association and validated by the industry, sets a new standard for marketing professionals.

By completing the comprehensive CM program combined with three years of marketing experience, learners earn their CM designation and are ready to showcase themselves as professionals and business leaders able to demonstrate a deep understanding of the marketing industry and its disciplines.

CURRICULUM FRAMEWORK



MEET THE DEVELOPERS + INSTRUCTORS:



Emily Baillie, CM
Compass Content Marketing



Wendy Boyd, CM
am360



Lisette Gelinas, CM
Impact & Main Inc.



Leslie Hughes, CM
PUNCH!media



Liz Oke, CM
lizoke Marketing



Jeffrey O'Leary, CM
McMaster University



Richard Toker, CM
Rich Content



Vicki Waschkowski, CM
Boston Pizza International



BENEFITS FOR EMPLOYERS

- Get your marketing team ready to apply their learning to meet business objectives.
- Boost retention through relevant and robust training.
- Support your high potential employees in their continuing professional development journey.
- Equip employees to be well-rounded marketers.
- Invest on a course-by-course basis, not as a lump sum.
- Employers can sponsor all (100%) or part of the cost of the program (ex. 50%-50%).

LEARNER BENEFITS

- Delve into all key functions of marketing, including how marketing integrates and delivers on business objectives.
- Learn from a team of experienced marketers/instructors from a variety of industries to get a blend of business and marketing perspectives.
- Grow your professional network with like-minded, fellow learners looking to achieve their highest potential.
- Access the curriculum and resources through an engaging and intuitive online learning platform available 24/7.
- Apply learning directly on the job as you progress through the program.





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to the next level**

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BACKED BY INDUSTRY LEADERS

“

I think the CM Program is one way for those folks who are trying to build those fast-paced careers to have a fast career not only within a company, but across an entire profession.

”

Fab Dolan

Head of Marketing



“

The Chartered Marketer designation will be a really powerful filter to use. For me, those resumes will probably go to the top of my pile, or will certainly be one of the filters that we'll use to identify the best and brightest candidates. The person that's taken the time to achieve the CM designation is someone that we'll know is passionate about marketing, is engaged in marketing, and will be someone we'll want to talk to.

”

Peter Furnish

VP Marketing



“

Our profession is changing rapidly right now. There are complex new regulations that are coming into play around privacy, around data, and around marketing compliance, in general. Those topics are not really being taught in our educational system right now, so I think it's important that as an industry we self-regulate this and create a standard that sets people up for success.

”

Uwe Stueckmann

SVP Marketing

**Loblaw
Companies
Limited**

WHY CHOOSE THE CM PROGRAM?



Designed by Canada's leading industry professionals with experience in both marketing and education.



Bridges diverse course content with innovative online teaching methods. Learn crucial soft skills, increase confidence, and boost your agility.



Get the CM designation while working full-time in the industry and join professionals who are changing the marketing landscape.

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