

Code of Conduct for Professional Marketers

This Code of Conduct for Professional Marketers provides a guide to Chartered Marketers (CMs) of the Canadian Marketing Association (CMA) regarding how they are expected to act in all aspects of their work. It also provides a basis for the Canadian Marketing Association to enforce a standard of acceptable behaviour. This Code applies to all CMs.

CMs shall adhere to all relevant and applicable federal, provincial and territorial laws, and the Code of Conduct for Professional Marketers, which includes adherence to CMA's [Code of Ethics & Standards of Practice](#).

Marketers' work has a significant impact on society as a whole so CMs must have both the professional competencies and the moral judgment to serve and protect the interests of society. CMs must recognize and accept their obligations as professional marketers to their customers, their employers and clients, their employees and colleagues, consumers and the public at large.

Definitions

Chartered Marketer (CM): an individual who has been granted by CMA the Chartered Marketer (CM) designation after meeting the academic and experience requirements as defined by CMA, and who continues to meet the requirements as defined by CMA to hold the designation.

A "member" as used in this document refers only to a Chartered Marketer (CM).

Integrity

Members shall act with integrity and in a manner that enhances the marketing profession and the Canadian Marketing Association. The member's actions should be guided by what he/ she believes to be right and just. The member shall behave in an honest and forthright manner.

- A member shall produce work that is truthful and accurate; that is not misleading, confusing and deceptive nor likely to mislead, confuse or deceive.
- A member shall not knowingly participate in, or encourage others to participate in any activity which he/she knows or ought to know is dishonest, deceptive and/or illegal.
- A member shall not make statements about products or services that he/she knows or ought to know are misleading or false.
- A member shall collect, use and disclose consumers' personal information in a manner consistent with the privacy laws of Canada or any other relevant jurisdiction.
- A member shall use an employer's or client's property and/or assets only for the means intended by the employer/client.
- A member shall promote products and services in a forthright, transparent and honest manner.
- A member shall solicit new business in a forthright and honest manner.



Competency

Members shall practise their profession competently and diligently, and maintain the knowledge and skills needed to carry out such practice.

- A member shall provide services only in those areas of practice in which he/she has sufficient knowledge and expertise.
- A member shall require that suppliers supporting their services do so in a manner consistent with the provisions of this Code and the laws and regulations governing marketing activities.
- A member shall adhere to the CMA's *Code of Ethics & Standards of Practice*.
- A member shall adhere to the CMA's Continuing Professional Development requirements.

Confidentiality

Members shall keep confidential any business information acquired from employers and through any other professional relationship without specific permission to disclose, unless compelled to disclose by law or statute.

- A member shall not use customer or client information for any reason other than its original purpose, whether or not it causes harm to the customer/client.

Conflict of Interest

A conflict of interest exists when a situation arises in which a person has a personal interest in a topic which may influence his or her ability to be objective in exercising his or her duties as an marketing professional whether as a private practitioner or an employee.

- A member shall avoid conflicts of interest, or if unavoidable, disclose potential conflicts of interest that could influence or be perceived to influence the member's actions or decisions.

Professionalism

Members shall conduct themselves in a manner that reflects positively on the marketing profession, the Canadian Marketing Association and if applicable, the CM mark.

- A member shall behave in a manner that reinforces a positive perception of the marketing profession and its practitioners.
- A member shall use the CM mark in accordance with the regulations of the Canadian Marketing Association.
- A member shall avoid uninformed and/or unconsidered criticism of the competence and/or conduct of other members of the marketing profession.
- A member shall not injure the reputation or practice of a professional colleague through unfair or unprofessional behaviours.
- A member with knowledge that another member has violated this Code and/or the CMA's [Code of Ethics & Standards of Practice](#) shall promptly advise the Canadian Marketing Association.