

## CM Executive Advanced Standing Path for Chartered Marketer - Application Instructions

### Am I Eligible?

You must be a member of the Canadian Marketing Association to apply through this Advanced Standing policy.

Aligning with the Chartered Marketer program, the expectations for marketers applying through this CM Executive Advanced Standing path will need to demonstrate their marketing experience in various domains, by industry type and their marketing leadership (further explained below).

Applicants should have at least 10 years of senior marketing experience and be able to demonstrate that you function at an executive level for decision-making and people leadership.

You must be currently working in Canada to apply for the designation. Applicants with international residency and primarily international experience may not be eligible at this time – a minimum of 3 years of Canadian experience is required to apply. But if you believe your marketing experience warrants consideration (such as applicants with international residency with largely Canadian experience) are strongly encouraged to [contact](#) CMA.

A scorecard is provided for your application, which must be supplemented by documents that provide evidence of the claims therein (details below in How to Apply section).

### Marketing Experience in various domains:

In the categories below, you will indicate how many years of experience you have in each. You will not be eligible for the Chartered Marketer designation if more than four areas are less than 5 years (excluding teaching)

- Strategy & Planning
- Product Management
- Advertising & Promotions, Marketing Communications
- Customer Journey & CX/UX
- Martech
- Data Insight/Analytics
- Teach Marketing in a Post-Secondary Institution or in a Professional Development program

### Marketing Leadership:

You will need to be able to provide information on the following:

- Level of decision-making within the areas of strategy development/execution, budgeting/spending decisions and major operational decisions
- Size of budget you manage and number of people in your organization, department and directly reporting to you

## How to Apply?

### Part 1 – Application Form & Payment

1. Complete the Application form, which includes a section to agree to adhere to the CMA's [Code of Conduct for Professional Marketers](#). Application form can be downloaded alongside the Scorecard (Save with file name: CM\_Application\_LastName\_YYYY\_MM-DD)
2. Complete the CM Executive Advanced Standing Scorecard (Save with file name: CM\_Scorecard\_LastName\_YYYY\_MM\_DD)
3. Provide a detailed resumé that includes at least one line of detail or example per item within the scorecard for each role it is applicable to, especially around specific responsibilities\*. It is important that the information you provide in the CM Scorecard is fully supported by the resumé submitted. (Save with file name: Detailed\_Resume\_LastName\_YYYY\_MM\_DD)
4. Provide payment for the **\$995 CAD non-refundable** processing fee (plus applicable taxes). Please use the link provided to pay by credit card online. <https://www.the-cma.org/231207>

*\*Further details on applications can be found at the end of this document*

### Part 2 – Two References

References are also required as part of the application process to further support the information submitted in the CM Executive Advanced Standing Scorecard.

Arrange to have letters of reference from two business associates (identified within the CM Executive Advanced Standing Scorecard) who have known you for more than two years and can attest to the breadth and depth of your marketing experience, and marketing leadership. References can be from clients (for the Marketing Expertise reference only), senior level colleagues or peers currently working in or retired from the marketing profession.

One letter is required in support of your Marketing Expertise and one letter is required to support Marketing Leadership information. Two templates are provided for you – one for each of your references – referees should use these templates only, we will not accept letters or other types of communication.

Reference documents must come directly from the referee. Please ask your references to either [email](#) or mail their letters to CMA. To avoid delays in processing your application please ensure that your reference letters are submitted in a timely manner.

Canadian Marketing Association  
Attention: Certification Manager  
55 University Avenue, Suite 603  
Toronto, ON, M5J 2H7

### Part 3 – Complete Required Ethics for Marketers On-Demand Course

You will need to complete the [Ethics for Marketers On-Demand Course](#). The course will focus on ethical issues in the marketing profession; regulations that marketers need to be aware of; risks of not adhering to ethical standards and practices; and incorporating ethics and social responsibility into decision-making practices and processes. This course will take approximately 60 minutes to complete and may be taken at your own pace. Once registered, individuals will have 8 weeks to complete the course. The cost of this course is included in your application fee and you will be enrolled by CMA as soon as your application is received in full (all documents and payment).

**Parts 1, 2 and 3 must all be complete and received before the application is assessed. Please note that a Review Committee of senior CMA staff review the applications to determine if all eligibility requirements are met. In cases where CMA staff must recuse themselves, members of the Education Committee will complete the review.**

### Part 4 – Receive the Chartered Marketer Designation

If your application is approved, you will receive a congratulations email from CMA and a pro-rated invoice for your first year of Chartered Marketer annual dues to cover the current year. All subsequent renewals of annual requirements will be due Dec 31<sup>st</sup>. The paper certificate will be mailed to the mailing address you provided in your application form (unless you provide an alternate at the time your application is approved).

If your application is not approved, you will receive a formal email indicating what steps you can take in order to be eligible for the designation in the future. You must resubmit the application in full again for review if you choose to re-apply. You can re-apply once after your application is not approved under the initial application fee, within 1 year of the initial application. Applications additional to this, or after the 1 year mark will be subject to go through the full application process again, with the full fee.

*\*Note: Appeals regarding decisions must be made in writing to the Canadian Marketing Association to the attention of the [Certification Manager](#).*

To retain the CM designation you will be required to maintain your designation through annual requirements (details below)

### Part 5 – Chartered Marketer Annual Requirements

To retain the CM designation you will be required to maintain Continuing Professional Development (CPD) requirements, abide by the Code of Conduct for Professional Marketers and well as pay the Chartered Marketer annual dues of \$250 CAD for members or \$450 CAD for non-members (rates are current as of 2020, subject to change at any time).

The first invoice for dues will be sent to you upon receiving the designation – it will be prorated for only the months of the current year. Afterward, all annual requirements will be due on renewal of December 31<sup>st</sup> each year.



A record of CPD is not required in the first year of earning the designation, but will be required in all subsequent years.

At this time, if your designation lapses into non-compliance, you will continue to be listed as a CM on the website with “Action Required” beside your name and will not be able to use the designation. To get your designation reinstated, you will have 1 year to submit all outstanding requirements from the time your designation lapsed. During 2020, there is no reinstatement fee, this is subject to change in the future.

#### *Important Notes about Applying*

*\*Please ensure that you provide enough supporting information to go alongside the Scorecard when you submit your application, as we will only be able to accept additional information once, should there not be sufficient information in the initial application.*

*\*If sufficient details are still not provided after we accept additional information, you will need to make the required adjustments and resubmit the application, in full.*

*\*You can re-apply once after your application is not approved under the initial application fee, within 1 year of the initial application. Applications additional to this, or after the 1 year mark will be subject to go through the full application process again, with the full fee.*