



CHARTERED  
MARKETER

## Employer Guide

Preparing Our **Future Marketing Leaders**

# Chartered Marketer Program

The Chartered Marketer program is a two-year, online designation for Canadian Marketers. It's been developed and taught by marketing professionals with experience in both post-secondary education and in running their own marketing practices. The program is also supported by a number of different councils at the Canadian Marketing Association with a breadth of knowledge across marketing disciplines.

The Chartered Marketer (CM) designation equips emerging marketers with the experience and credentials needed to elevate their marketing skills, helping them and the organizations they work with to stay current with changes in the industry.



## Canadian Marketing Association



The CMA is the voice of the marketing profession in Canada. With over 400 members, we represent leaders across the corporate, not-for-profit, public, post-secondary and health sectors. We provide a forum for marketers to engage in thought-leadership discussions, participate in professional development offerings and contribute to an environment where consumers are protected and businesses can thrive. We champion self-regulatory standards, including a mandatory Canadian Marketing Code of Ethics & Standards and a series of guides to help marketers keep current and maintain high standards of professional conduct. Our members make a significant contribution to the economy through the sale of goods and services, investments in media and new marketing technologies, and by providing significant employment opportunities for Canadians.



# CM Benefits for Employers



## Why support your employee

- Training is a proven retention tool and studies show that employees value training higher than a pay increase
- The CM program learning can be applied immediately on the job throughout the duration of the program
- All CM courses were developed based on all marketing core competencies thereby filling in gaps in working experience
- The CM program is designed to make learners better business leaders – through financial management knowledge, strategic thinking and planning skills
- As our curriculum is frequently updated and taught by a team of experienced marketers/educators, learners are well versed in new technologies and best practices which they can share with their colleagues and management on the job
- Providing training sets a very positive example for an employer who is investing in their employees.

## Supporting your Employee



### What are the support options as an employer

1. Financial support, there are a variety of options in which you can support your employee
  - The CM program is pay as you go – no significant upfront investment
    - employers can “contract” with the employee the length of time the they must stay with the organization to receive this benefit – if the employee voluntarily leaves, they pay the employer back based on the contract
    - employers can pay up front or reimburse after successful completion
    - Sponsorship can be shared between you and your employee at whatever percentage works for your organization
    - Example: You can pay 100%, or part of the cost 50-50 or 60-40
2. Provide dedicated work-time weekly during which the employee can do their coursework
3. Provide opportunities to show-case the professional development of your employees

**Have more questions?**  
**Email [charteredmarketer@thecma.ca](mailto:charteredmarketer@thecma.ca)**  
**or visit [CharteredMarketer.ca](http://CharteredMarketer.ca)**

