



AFRICAN MARKETING
CONFEDERATION



The Chartered Marketer Africa

Be recognised as one of
Africa's **marketing titans**



OVERVIEW

The Chartered Marketer (Africa) CM (A) is the Continent's highest professional marketing qualification.

The CM (A) is a designation awarded by the African Marketing Confederation (AMC) to the top marketing professionals on the continent.

It is the first Pan-African professional marketing qualification awarded to senior marketers in recognition of their marketing experiences and skills.

The programme is unique, the application process is rigorous and of the highest quality, peer reviewed and culminates in the submission of a White Paper or Case Study at the highest level.

The CM (A) designation is awarded to an individual in recognition of that individual's professional status as one of Africa's distinguished marketing practitioners.

It validates a commitment to best marketing practices, continued self-development and a dedication to excellence in practical and/or academic marketing applications in Africa.



TARGET AUDIENCE

African marketing professionals who meet the following qualifying criteria:

- ▶ 10 years broad marketing experience of which three years has been completed at a senior level.
- ▶ A recognised marketing degree that can be authenticated by a marketing institutional authority, and is also recognised by the relevant AMC member country's national marketing body.
- ▶ Applicants should hold the highest industry / professional accreditation in their own country.
- ▶ Current membership to an African marketing body which is a certified member of the AMC. (Alternative arrangements to be made if there is not a marketing association/institute in a specific country).
- ▶ Submission of a full PQE (Portfolio of Qualifications and Experience).

Note: Applicants who can show cross-border marketing experience will receive extra qualifying points and their applications will be elevated above those without cross-border experience.



BENEFITS OF ATTAINING THE CM(A) DESIGNATION



Professionalism

Status as a CM (A) indicates that the individual has been recognised and has accomplished the highest level of professional marketing on the African continent



Branding

The individual will be permitted to use the CM (A) designation on all personal branding materials, indicating relevant level of marketing skills to peers and associates



Networking

All CM (A) qualified members will have access to the exclusive AMC CM (A) Alumni Club (details to follow)



AMC Database

Qualified CM (A)'s will be listed in the AMC Directory as a preferred practitioner of marketing services, as well as exclusive access to the AMC's job market pages (soon to be implemented)



POSITIONING

The first pan-African professional marketing qualification
The highest professional designation that can be awarded on the continent

IMPORTANT INFORMATION

Kindly find application form overleaf
CHARTERED MARKETER AFRICA CM(A)

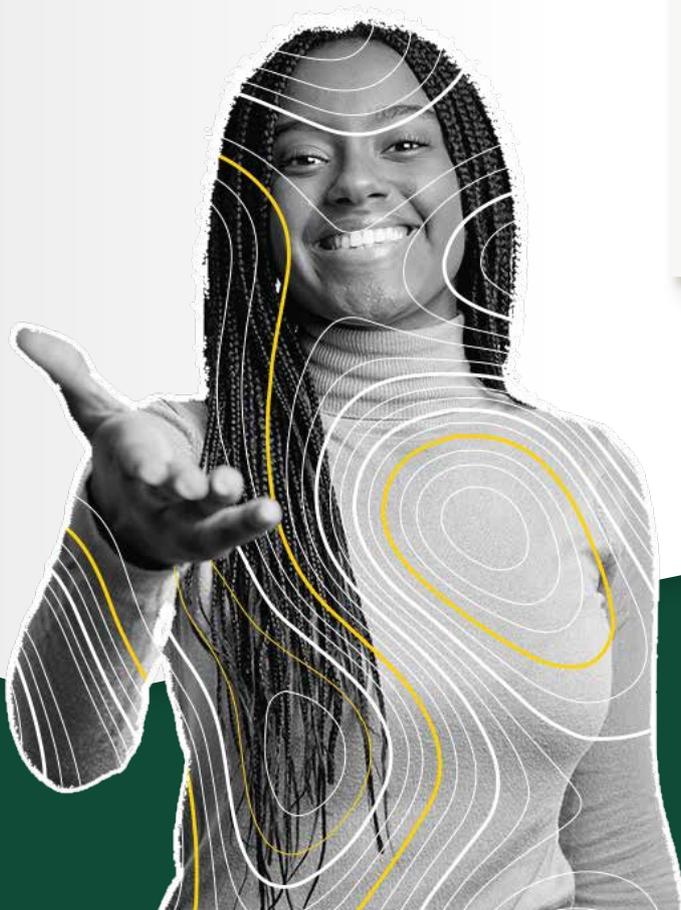
CLOSING DATE FOR APPLICATIONS: 15 NOVEMBER 2022

All applicants must be a fully paid up member of their country's marketing Institute or Association. This Association must in turn be a member of the African Marketing Confederation (AMC). The following are the current members of the AMC:



NB: If there is currently not a marketing body in your country, or if your country's marketing body is not yet a member of the AMC, kindly indicate this on the application form and we will contact the you directly.

To find out more go to www.africanmarketingconfederation.org



“ The CM (A) is a unique programme, with emphasis on diversified markets that need to successfully operate within complicated and varying political and social systems, each with its own levels of economic development and marketing and advertising opportunities.”

- 1 Kindly complete the application form and submit via email along with all supporting documents to cma@africanmarketingconfederation.org
- 2 Applicants should adhere to all submission requirements before the AMC Selection Panel convenes at the end of November 2022 (Closing date for submission is 15th November 2022). The selection process will include a thorough review of the documents supplied by the applicant. An interview (either in person or virtual) may also be required.
- 3 Applicants NOT complying with all stated prerequisites or who have not provided all the requested documentation will NOT be considered for selection.
- 4 Kindly see CM(A) Programme Fees below.
Proof of payment of the non-refundable CM(A) Application Fee should accompany your application.
- 5 By completing this application form, the applicant agrees that any knowledge/documentation/videos generated by the candidate as a result of his/her participation in this programme may be used by the AMC to disseminate for marketing/knowledge sharing and teaching purposes across Africa.
- 6 By signing this application form, the applicant acknowledges that he/she will abide by the Code of Conduct for African Chartered Marketers as provided in Part 3 of the Application Form.

CM (A) PROGRAMME COSTS

Non-refundable application fee:

\$150

Programme Fees Registration for 2 day orientation:

\$810

Final submission fee:

\$2190

Full cost of programme:

\$3000



CHARTERED MARKETER AFRICA CM(A) APPLICATION FORM

PART 1

Note: fields marked with an '*' (asterisk) are compulsory

1. PERSONAL INFORMATION

TITLE*		
INITIALS*		
SURNAME*		
MAIDEN NAME (if applicable)		
FULL FIRST NAMES*		
GENDER		
MOBILE/CELL NUMBER*		
TELEPHONE NUMBER (WORK)*		
E-MAIL ADDRESS*		
IDENTITY / PASSPORT NUMBER*		
AGE*		
NATIONALITY		
COUNTRY OF CURRENT RESIDENCE*		
POSTAL ADDRESS*	POSTAL CODE	
PHYSICAL ADDRESS*	POSTAL CODE	

2. LANGUAGE PROFICIENCY

	LANGUAGE*	SPEAK (✓)	WRITE (✓)	READ (✓)	UNDERSTAND (✓)
1					
2					
3					

3. ACADEMIC QUALIFICATIONS

UNDERGRADUATE: DEGREE 1*

DEGREE NAME	
TERTIARY INSTITUTION: NAME AND ADDRESS	
STUDENT NUMBER	
YEAR OF FIRST REGISTRATION	
YEAR OF COMPLETION	

UNDERGRADUATE: DEGREE 2

DEGREE NAME	
TERTIARY INSTITUTION: NAME AND ADDRESS	
STUDENT NUMBER	
YEAR OF FIRST REGISTRATION	
YEAR OF COMPLETION	

POSTGRADUATE DEGREE 1

DEGREE NAME	
TERTIARY INSTITUTION: NAME AND ADDRESS	
STUDENT NUMBER	
YEAR OF FIRST REGISTRATION	
YEAR OF COMPLETION	
TITLE OF RESEARCH REPORT (IF APPLICABLE)	

POSTGRADUATE DEGREE 2

DEGREE NAME	
TERTIARY INSTITUTION: NAME AND ADDRESS	
STUDENT NUMBER	
YEAR OF FIRST REGISTRATION	
YEAR OF COMPLETION	
TITLE OF RESEARCH REPORT (IF APPLICABLE)	

4. PROFESSIONAL QUALIFICATION/S

NAME OF THE QUALIFICATION	
INSTITUTION	
ADDRESS OF INSTITUTION	
DESIGNATION RECEIVED	
MEMBER REFERENCE NUMBER	
YEAR OF REGISTRATION	
MEMBERSHIP EXPIRY DATE	

5. WORK EXPERIENCE*

CURRENT EMPLOYER	
COMPANY NAME	
COMPANY ADDRESS	
NATURE OF BUSINESS	
CURRENT POSITION	
DATE EMPLOYED	
REFERENCE NAME	
REFERENCE CONTACT NUMBER	
REFERENCE E-MAIL	

PREVIOUS EMPLOYER

COMPANY NAME	
COMPANY ADDRESS	
NATURE OF BUSINESS	
POSITION HELD	
PERIOD OF EMPLOYMENT	
REFERENCE NAME	
REFERENCE CONTACT NUMBER	
REFERENCE E-MAIL	

I declare that the information provided in this application form is correct. I accept the final outcome of the selection process.

Name and Signature

Date

PART 2 – MOTIVATIONAL LETTER AND STATEMENT OF ACCOMPLISHMENTS

Note:

- ▶ these two documents must be submitted with the CM (A) application form
- ▶ each document should not exceed two pages in length

A: Motivational Letter

The programme for the CM (A) requires you to complete an independent research study in the form of either a White Paper or a Case Study which focuses on a marketing related topic in Africa.

Kindly provide a motivational letter on how, through your completion of a White Paper or Case Study, you believe you will be able to add value to the body of marketing knowledge on the African continent. The topic that you choose should be based on your own interests, academic work and experiences.

B: Statement of Accomplishments

Your Statement of Accomplishments should be based on your personal, academic, work and life experiences. The key here is to highlight the most important achievements in your life. Consider including answers to questions such as:

- ▶ How did these accomplishment add value to the community/company/industry?
- ▶ What key learning points did you take from the experience/project etc?
- ▶ How did these accomplishment/s impact your decision to continue your career in marketing?

In your final paragraph please include how these experiences and accomplishments make you the ideal candidate to participate in this programme.

PART 3 – CHARTERED MARKETER AFRICA – CODE OF CONDUCT

As an applicant to the CM (A) programme, and with the view that I may, as result of my participation in and completion of this programme, be awarded the Chartered Marketer (Africa) CM (A) designation, I hereby state that I fully subscribe to the following AMC CM (A) Code of Conduct:

AMC CHARTERED MARKETER (AFRICA) CODE OF CONDUCT:

1. I will endeavour to uphold human dignity, to develop the full potential of myself and others, and to practice and promote accuracy, honesty, truthfulness, trustworthiness and loyalty towards the AMC and all its people and its processes.
2. I will demonstrate tolerance, patience and self-discipline towards views different from mine, in a spirit of peaceful coexistence, and to stimulate intellectual and personal growth.
3. I will dedicate my intellectual and personal integrity, competence and professionalism and other resources to achieve superior outcomes.
4. I will use my expertise and my areas of specialisation to bring about constructive change in the community and the environment, while broadening and deepening my own capacity in order to contribute even more to positive growth.
5. Throughout any research activities conducted in collaboration with the AMC, I will:
 - ▶ Adhere to the following principles whilst conducting research: Honesty in all aspects of research; accountability in the conduct of research; professional courtesy and fairness in working with others; and good stewardship of research on behalf of others;
 - ▶ Take responsibility for the originality and trustworthiness of my research;
 - ▶ Stay abreast of and adhere to national and international laws, regulations and policies relating to my research;
 - ▶ Acknowledge the names and role of those who made significant contributions to my research;
 - ▶ In my peer reviews, I will provide fair, prompt and rigorous evaluations and I will respect confidentiality when reviewing other's work;
 - ▶ Disclose all conflicts of interest that could compromise the trustworthiness of my work in research, public communication and publications;
 - ▶ When I publicly address a community, base my professional comments on research findings (if applicable) and my expertise. I will distinguish between professional comments and opinions based on personal views;

Name and Signature

Date

CONCLUSION: Use this checklist to ensure you submit all required documentation:

	Document	Attached (tick)
a	Completed application form	
b	Proof of Academic Qualifications (Certified copies required)	
c	Proof of Professional Qualification/s (if applicable)	
d	Full comprehensive Curriculum Vitae detailing all work experience	
e	Motivational Letter (refer Part 2)	
f	Statement of Accomplishments (refer Part 2)	
g	Proof of membership to your country's professional marketing body	
h	Certified copy of identity document/passport	
i	Signed copy of CM (A) Code of Conduct (refer Part 3)	
j	Proof of payment of CM (A) application fee	

NOTE: PLEASE FEEL FREE TO ADD ANY OTHER INFORMATION THAT YOU FEEL WILL SUPPORT YOUR APPLICATION.

FOR OFFICE USE ONLY

	For Office Use (Score provided)
Proof of Academic Qualification/s	/10
Proof of Professional Qualification/designation/s	/10
Motivational Letter	/20
Full CV detailing work experience	/30
Statement of Accomplishments	/30
Proof of membership to African professional marketing body	Yes/No
Signed copy of CM (A) Code of Conduct	Yes/No
Employer reference check	Yes/No
Total	/100



African Marketing Confederation

@connect_amc

www.africanmarketingconfederation.org