

THE 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:

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:

- ▶ Completed application form (refer Part 1)
Proof of Academic Qualifications (Certified copies required)
- ▶ Proof of Professional Qualification/s (if applicable)
- ▶ Full comprehensive Curriculum Vitae detailing all work experience
Motivational Letter (refer Part 2)
- ▶ Statement of Accomplishments (refer Part 2)
- ▶ Proof of membership to your country's professional marketing body
Certified copy of identity document/passport
- ▶ Signed copy of CM(A) Code of Conduct (refer Part 3)
- ▶ Proof of payment of CM (A) application fee

Name and Signature

Date

