



THE CHARTERED MARKETER (AFRICA) MOTIVATIONAL LETTER 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.

