



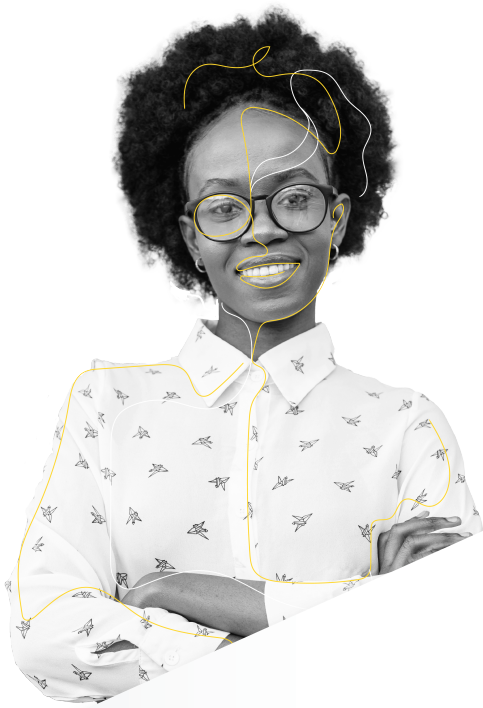
AFRICAN MARKETING
CONFEDERATION



THE CHARTERED MARKETER AFRICA

Be Recognised as One of
Africa's Marketing Titans





The Chartered Marketer Africa (CM(A)) is:

- ▶ **The continent's highest professional marketing designation.** The programme is unique and of the highest quality, with a rigorous, peer-reviewed application process that culminates in the submission of a White Paper or Case Study at the highest level.
- ▶ **Awarded by the African Marketing Confederation (AMC)** to the top marketing professionals on the continent in recognition of their professional status as Africa's most distinguished marketing practitioners.
- ▶ **The first Pan-African professional marketing designation awarded to senior marketers** in recognition of their marketing experience and skills. It validates a commitment to best marketing practices, continued self-development, and dedication to excellence in practical and/or academic marketing applications.

"It has helped me to understand the intricacies of African markets and makes me feel more confident. The CM(A) adds gravitas and puts a solid designation behind my conversations. I highly recommend it to other marketers"
- **Kugandrie Govender**



BENEFITS OF ATTAINING THE CM(A) DESIGNATION



Professionalism

Recognition for achieving the highest level of professional marketing on the African continent.



Branding

Use of the CM(A) designation on all personal branding materials, indicating an exceptional level of marketing skills to peers and associates.



Networking

Access to the exclusive AMC CM(A) Alumni Club (details to follow).



AMC Database

Listing in the AMC Directory as preferred practitioners of marketing services, as well as exclusive access to the AMC's job market pages (soon to be implemented).



Positioning

Receipt of the first Pan-African professional marketing designation and the highest professional designation that can be awarded on the continent.



QUALIFYING CRITERIA

African marketing professionals must meet the following criteria to apply for the CM(A) designation:

- ▶ Current membership of an African marketing body that is a certified member of the AMC. (Alternative arrangements may be made if no marketing association or institute exists in a specific country.)
- ▶ A marketing degree recognised by an AMC member body and capable of being authenticated by a recognised marketing institutional authority.
- ▶ Minimum of 10 years of broad marketing experience, including at least 3 years at a senior level.
- ▶ Hold the highest industry / professional accreditation in their country.
- ▶ Submission of a full PQE (Portfolio of Qualifications and Experience).



Apply Now

Note: Applicants with proven cross-border marketing experience will receive extra qualifying points and have their applications prioritised.



AMC MEMBERS

The following are the current members of the AMC:



Marketers
Association
Zimbabwe



Institute



Uganda
Marketers
Society



Mozambique
Marketing
Association



The Marketing
Association of
Botswana

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“I have learned so much already. Getting a degree is one thing, but going through this process really got my creative juices going. The CM(A) journey was exciting and we received amazing support.”

-Tanya James

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CM(A) PROGRAMME COSTS

Non-Refundable Application Fee

USD 150

Programme Fee (includes 2-day orientation)

USD 810

Final Submission Fee

USD 2190



For More Information

-  @AfricanMarketingConfederation
-  @AfricanMarketingConfederation
-  @africanmarketingconfed
-  @amc_african_marketing
-  @connect_amc



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