

# Continuing Professional Development (CPD)

## Guide 2019/2020



**THE MARKETING  
ASSOCIATION**  
OF SOUTH AFRICA

***From the desk of Enrico du Plessis [Project Leader: Designations and Chairperson for the Professional Designations Board]***

CPD has become a serious matter. International trends clearly indicate that the focus is shifting from historically acquired qualifications to providing proof of recent and ongoing lifelong learning—a result of the fast changing world we live in and the advent of the Fourth Industrial Revolution happening as we speak. Professional Bodies will soon become the main oversight structures to maintain the standard in this regard.

The development of professional designations within the non-exact science industry disciplines is a relatively recent focus. The landscape will most definitely be dynamic in all areas for the next few years as all stakeholders refine their respective standards and responsibilities in this regard. We can, therefore expect further changes and developments regarding CPD requirements as we move towards the next CPD cycle starting in 2021.



## Introduction

The Marketing Association of South Africa is both authorized and required by the South African Qualifications Authority (SAQA) to develop and maintain the knowledge and skills needed by members of its professional body to perform competently within their professional environments.

### WHAT IS CPD?

Continuing Professional Development (CPD) is a requirement for the maintenance of professional designations. Its underlying objectives include trust (in competence), ethical action, pride in the profession, international leading practice, protection of the public interest, operation in terms of a code of conduct.

*- Policy and Criteria for Recognising a Professional Body and Registering a Professional Designation for the Purposes of the National Qualifications Framework Act, Act 67*

There is already progressive international and widespread recognition of the importance of CPD, for the maintenance of professional minimum standards and for the regular renewal of credible membership in recognised industry disciplines (in other words, Professional Designations).

Designated members of MASA are required to put together a CPD Record Card during each 24 month CPD cycle, to show and evidence the minimum required CPD activities. These activities must adhere to the prescribed framework and guidelines as set out by MASA, and the necessary amount of points need to be accumulated. The amount of points required are determined by which designation the individual holds.

With the introduction of a brand new MarkEdOnline digital platform, keeping up with your CPD will become progressively easier. The platform will track the progress of your activities and all the relevant certificates will be conveniently located on your profile.

**Keep your Designation current by doing continuous professional development.**

**Contribute to the over-all minimum standard of quality marketers in the industry by mentoring a mentee and passing on your expertise.**



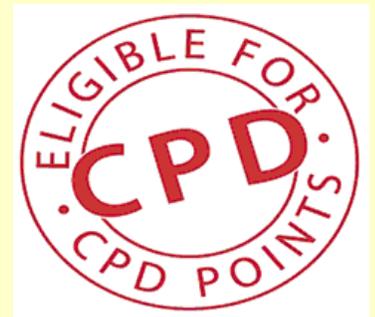
## Overview of CPD Framework

To maintain the required minimum standard on quality and content for CPD, all activities for this purpose should be approved by the MASA CPD Panel prior to attendance and/or completion. The panel currently meets on a six weekly cycle to approve all applications according to the guidelines and to assign the relevant points at the appropriate designation level.

To ensure that what is being attended will be acceptable for the purpose, we encourage all designated individuals to submit such detail to MASA at least six weeks prior to an event you plan to attend. This will guarantee that you are fully informed of the CPD level and value attached after approval prior to commitment and attendance. All submissions after the event will be exposed to the risk of non-acceptance at the appropriate level and/or less CPD points than anticipated.

We also invite all designated individuals to refer relevant providers of content to MASA for consideration and approval and thereby ensure exposure to all stakeholders well in advance of the actual date of the activities in question.

**“CPD activities” include mentoring, books, articles, face-to-face events, online short courses and accredited qualifications”**



## STEPS TO FOLLOW

- Step 1:** CPD activities are submitted to, and approved by, the CPD Panel. CPD points are allocated according to quality of content and designation level, and measured against a well defined matrix.
- Step 2:** The CPD activity is loaded onto the MarkEdOnline platform.
- Step 3:** The designated member logs into his online MASA profile through the MASA website Home Page.
- Step 4:** The designated member accesses the MarkEdOnline platform from his / her online profile.
- Step 5:** The designated member chooses a CPD activity to participate in, and follows the relevant links to either pay on the platform and proceed, or to go through to the relevant provider’s site.
- Step 6:** The successful completion of an activity is logged on the individual’s profile through various means (please see page 5 of this Guide). Frequent audits are conducted throughout by MASA, with a final audit in December 2020.

	 CHARTERED MARKETER	 MARKETING PRACTITIONER	 ASSOCIATE MARKETER
<b>DESIGNATION</b>	<b>CHARTERED MARKETER</b>	<b>MARKETING PRACTITIONER</b>	<b>ASSOCIATE MARKETER</b>
<b>Total CPD points required (over a 24 month cycle)</b>	<u>Minimum 100 CPD points</u> 10 (mentoring) + 60 (marketing) + 30 (non-marketing)	<u>Minimum 75 CPD points</u> 10 (mentoring) + 45 (marketing) + 20 (non-marketing)	<u>Minimum 50 CPD points</u> 35 (marketing) + 15 (non-marketing)
<b>ACCUMULATION OF CPD POINTS:</b>			
1. Mentoring	<b>10 CPD points</b> (min 20 hours required)	<b>10 CPD points</b> (min 20 hours required)	<i>Not applicable</i>
2. Personal professional development [attendance and online]	<b>60 CPD points (marketing topics only)</b> <u>[MASA TO ACCREDIT EACH AT RELEVANT POINTS AND LEVEL, ON APPLICATION FROM SERVICE PROVIDER]</u> - Open category (max 20 CPD points each, submit for MASA accreditation <i>if applicable</i> ): a. Personally published articles b. Personal / professional presentation / facilitation	<b>45 CPD points (marketing topics only)</b> <u>[MASA TO ACCREDIT EACH AT RELEVANT POINTS AND LEVEL, ON APPLICATION FROM SERVICE PROVIDER]</u> - Open category (max 20 CPD points each, submit for MASA accreditation): a. Personally published articles b. Personal / professional presentation / facilitation	<b>35 CPD points (marketing topics only)</b> <u>[MASA TO ACCREDIT EACH AT RELEVANT POINTS AND LEVEL, ON APPLICATION FROM SERVICE PROVIDER]</u>
3. Non-marketing topics	<b>30 CPD points (Non-marketing topics only)</b> <u>[MASA TO ACCREDIT EACH AT RELEVANT POINTS AND LEVEL, ON APPLICATION FROM SERVICE PROVIDER]</u>	<b>20 CPD points (Non-marketing topics only)</b> <u>[MASA TO ACCREDIT EACH AT RELEVANT POINTS AND LEVEL, ON APPLICATION FROM SERVICE PROVIDER]</u>	<b>15 CPD points (Non-marketing topics only)</b> <u>[MASA TO ACCREDIT EACH AT RELEVANT POINTS AND LEVEL, ON APPLICATION FROM SERVICE PROVIDER]</u>
4. Accredited marketing & business qualifications	<b>OPTIONAL!</b> MASA acknowledges that post-graduate studies require focus and time, and will allocate CPD points according to the NQF (National Qualification Framework) level of a qualification obtained [certificate issued] <u>within</u> the current 24 month cycle.		
	NQF 5 = 20 CPD POINTS NQF 6 = 30 CPD POINTS NQF 7 = 40 CPD POINTS	NQF 8 = 50 CPD POINTS NQF 9 = 60 CPD POINTS NQF 10 = 70 CPD POINTS	

## MARKETING TOPIC FRAMEWORK [Guidance to accredit events, courses, workshops]

### MARKETING

Digital strategy  
Marketing metrics  
B2B marketing  
Customer engagement and value proposition/experience/centricity  
Through the line marketing [enduring brands]  
Strategic marketing plans  
Segmentation to unlock value  
Renovating current brands for relevance  
Reputation management  
Employee engagement and internal marketing  
Consumer behaviour  
Marketing in emerging markets  
Marketing research  
Relationship marketing  
Customer centricity  
Understanding return on investment [ROI]  
Marketing and financial metric [B2B and B2C]  
Interpreting finance for non-financial managers  
Disruptive technology  
Internet of things  
Relevant legislation [POPI, IP etc]

### NON-MARKETING

Corporate Governance / Ethics  
Business Strategy  
Business Economics  
Entrepreneurship  
Project Management  
Business Leadership

## CPD activities and what is Required [Prior Approved Events/Activities only]:

- ✓ Face to face event: Member scans their unique QR code at the venue and their attendance is logged automatically on MarkEdOnline.
- ✓ Online course: Load certificate after completion onto MarkEdOnline profile.
- ✓ Online book / article: Complete online multiple choice questionnaire to test your understanding - you are allowed two attempts to achieve a minimum of 70%.
- ✓ Qualification: Load certificate after completion onto MarkEdOnline profile. **NOTE**: If graduation falls within the next 24 month CPD cycle, you will not be able to claim it for the current cycle. It will be recognised in the next cycle instead.

