



## **MEDIA RELEASE:**

### **NEW ERA FOR PROFESSIONAL MARKETING DESIGNATIONS IN SOUTH AFRICA**

The Marketing Association of South Africa – MA(SA) – has announced a significant upgrading of its *Chartered Marketer* and *Marketing Practitioner* South Africa Professional Designations, and the launch of a new entry level marketing designation.

This recalibration of the only South African Qualifications Authority (SAQA) recognised marketing designations includes:

- The establishment of a Professional Designation Board, comprising some of SA’s leading marketing executives and academics, to serve as a sub-committee of the MA(SA) Board and the ultimate governing structure for Professional Designations in the Marketing Industry
- More rigorously defined criteria and quality assurance standards for each level of the designations process
- New Continuing Professional Development (CPD) requirements for designated professionals to maintain and retain their designations as practising professional marketers
- The launch of a series of Master Classes and seminars to enable designated marketers to achieve the new CPD minimum requirements, and provide marketers generally with best practice, cutting-edge thinking, and tools for future fitness.

MA(SA) CEO Greg Garden notes that “in an industry where skills and proven experience are both difficult to validate and at a premium, it is essential that employers have a proven and trustworthy benchmark against which to validate potential marketing hires - particularly at a senior level – and to facilitate the career development of current staff. The Chartered Marketer SA and associated designations provide exactly that: a rigorously applied industry standard, registered and endorsed by The South African Qualifications Authority (SAQA), and directed and quality assured by a body of the country’s top practitioners and academics, that gives employers assurance regarding the credentials of their current and prospective marketing talent. Our local designations have long conformed with international best practice, but had reached a point where revitalisation and improved alignment to transforming industry requirements was essential.”

Over recent months MA(SA) thus embarked on a project to re-align its designations with evolving marketing practice and stakeholder requirements, and to assume full internal responsibility for the quality and control of the designations. It also motivated to SAQA for the creation of a designation that will help facilitate the progression of entry level marketing professionals to the Marketing Practitioner and Chartered Marketer designations.



Having met those requirements, it is pleased to announce the availability of an all new *Marketing Co-ordinator (SA)* designation. It is now possible for marketing professionals at all levels in the industry to be professionally designated based on defined criteria and industry endorsed standards at each level, thereby enhancing their professional recognition and validation in the marketing profession.

Anyone who aspires to obtain a marketing designation will start the process by attending an Orientation Workshop. This will inform and prepare all candidates, regardless of their current level of expertise, to complete a Portfolio of Qualifications and/or Experience (PQE). In addition to the expertise of fully accredited assessors and mentors (all current CM(SA)s'), MA(SA) has also engaged with the Institute of People Development (IPD) as Recognition for Prior Learning (RPL) specialists to help guide this process. Once the orientation workshop has been attended, an assigned mentor will assist candidates to guide them in the compilation of their PQE, and should this submission meet the required criteria and standards, they will be awarded either the Marketing Practitioner or Marketing Coordinator designation. At this stage those candidates who however meet the defined criteria for Chartered Marketer (SA) will then be recommended to the Professional Designations Board to progress to the Preparatory Workshop for the CM(SA) Board Exam. Once this has been completed, they will progress to write the CM(SA) Board Exam. CM(SA) designations are only awarded on the successful completion of the Board Exam.

For existing Chartered Marketers and Marketing Practitioners, MA(SA) has completely overhauled the CPD requirements that enable them to keep their designations current. A critical component of the new criteria is mentorship, putting a leadership and transformation requirement on CM(SA)'s to use their expertise and experience to accelerate skills development and knowledge transfer within an economically vital sector industry. In addition MA(SA) will stage a series of Masterclasses and seminars, facilitated by practitioner and academic gurus, and presenting current and future fitness oriented best practice. Whilst these session will assist designated professionals to meet their CPD requirements, they will be open to the market at large to encourage interest in the professional designations and contribute to the transfer of knowledge and expertise within the marketing industry.

Full details of the Marketing Professional Designations process and all the new criteria and tools available to current and prospective Designated Marketers can be viewed on the MA(SA) website - [www.marketingsa.co.za](http://www.marketingsa.co.za).

MA(SA) invites all marketers to participate in the professionalization of their industry. Contact Enrico du Plessis: MA(SA) Professional Designations Project Leader [designations@marketingsa.co.za](mailto:designations@marketingsa.co.za), or Greg Garden: CEO MA(SA) – [info@marketingsa.co.za](mailto:info@marketingsa.co.za).