

GUIDE for maintenance of certified professional designated status 2021-2022



From the desk of Enrico du Plessis

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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. Professional Bodies will soon become the main oversight structures to maintain the standard in this regard. The development of professional designations within the semi- and 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 future CPD cycles.

CPD is a means of personal development, assuring the public that the individual's professional applied skill and competence, beyond that derived from initial training, is current. It is also a method whereby professional bodies can verify competence and at the same time support employer in maintaining a competent and adaptable workforce. Beyond local requirements, CPD has been recognized by, for instance, the European Union which has promoted life-long learning and the necessity of continuing development of knowledge and skills of professionals since the acceptance of the Lisbon Agreement in the year 2000. Life-long learning has been defined by the Organisation for Economic Cooperation and Development [OECD] as: "All organized systematic education and training activities in which people take part in order to obtain knowledge and/or learn new skills for a current or a future job, to increase earning and to improve job and/or career opportunities in current or other fields".

In Practice, it is increasingly expected that professionals will reflect on their own practice and endeavour to achieve continuous improvement. Both types of learning, formal and informal, reinforces each other, underlining the importance of including different forms of learning activities when aiming for CPD.

Professional learning and further development of competencies is inevitably an individual process and responsibility, as guided by the framework and requirements provided by the professional body in this regard. The underlying principle is to acquire new and/or additional knowledge, skills and competencies beyond what the individual already has and/or is required to have, to perform his or her current job and/or professional services.

CPD guides professionals in organizing their own training and education as part of maintaining their certified professional designation status and developing professional skills. Inevitably, CPD is also part of the identification of competent and skilled professionals in their working community. CPD aims, not just to increase professional expertise for the individual, but ultimately to enhance the competitiveness and effectiveness of the marketing profession.

To maintain your certified professional status, any designated individual must at all times be in compliance with the following: [As required by the NQF Act 67 (as amended 2020), SAQA Regulations and Professional Body Policies and Guidelines]

1. Current CPD Record Card as approved at the end of the previous CPD audit cycle;
2. Signed Code of Conduct as signed at the end of each Professional Designation Audit Cycle; and
3. Proof of current paid-up membership of the relevant Professional Body throughout. [Certificates only issued on payment of current year membership fees, supported by 1 and 2 above].

As the qualifications that are required for a job are becoming increasingly complex to define, while simultaneously, the ‘shelf life’ of these qualifications is becoming increasingly shorter, CPD for the certified designated professional is the key to staying in the race.

Overview of CPD Programme Framework

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

REQUIREMENTS AND CPD POINTS

All 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 as the professional body, and the necessary amount of points need to be accumulated. The amount of points required are determined by which designation the individual holds.

In summary, the requirements are:

1. Administrative requirements:

Pay your 2021 and 2022 membership fees per annum or both, in advance.

Accept/sign the MASA Code of Conduct for each 24 months cycle.

2. Accumulation of CPD points summary:

AMSA: 35 Marketing activity points + 15 Non-marketing activity points [50 CPD points total]

MPSA: 45 Marketing activity points + 20 Non-marketing activity points + 10 Mentoring points (20 hours)
[75 CPD points total]

CMSA: 60 Marketing activity points + 30 Non-marketing activity points + 10 Mentoring points (20 hours)
[100 CPD points total]

The MASA CPD Panel and Markedonline platform

- ✓ Marketing and Non-marketing activities are submitted to, and can only be approved for the MASA CPD requirements by, the MASA CPD Panel. CPD points are allocated according to quality of content and designation level, and measured against a well defined matrix. The CPD Panel meets every 4-5 weeks to consider newly submitted activities by content providers and members. If a member wishes to submit an activity for consideration, they are required to complete the relevant Form (3.1-3.5) and submit it to lize@marketingsa.co.za along with any supporting documents.
- ✓ The MASA Office will circulate the latest, updated list of approved CPD activities on a regular basis.
- ✓ The [MarkEdOnline](#) platform houses some of the CPD approved activities (courses, e-books, etc.), and also serves as the online CPD Record Card for each member's CPD activities. Newly designated members can create a profile for free to gain access. All designated members can log in with their username and password, and browse the "Online on Demand - Courses" page for activities they are interested in. Members can pay for the chosen activity on the platform, and successful completion of the activity will auto-populate their certificate on their "CPD Manager" certificate page.
- ✓ If the designated member participates in a CPD Panel-approved activity which is available outside the MarkEdOnline platform, such activity will need to be logged on the member's CPD Manager pages, by loading the relevant information and supporting document on the "External Certificates" page. Please refer the "[MarkEdOnline_How to upload External Certificates](#)" document for a step-by-step guide.

All activities must be logged on the member's CPD Tracker document.

CPD activities

- ✓ A "**CPD-approved activity**" may refer to face-to-face events or online activities (e.g. workshops, masterclasses, conferences, short courses); NQF-accredited qualifications etc. Members may participate in any activities they wish, but can only claim CPD points for activities which have been approved for CPD purposes by the CPD Panel, and which fall within the stipulated Marketing and Non-marketing topics (see next page).
- ✓ **What to look for:** Once a member has identified an area in which they wish to develop professionally, they can see if it falls within the activities already approved for CPD or available on the MarkEdOnline platform. If not, they can search and identify their own relevant activities and submit them, on the required forms, to the CPD Panel for CPD consideration/approval. Before submitting an activity to the CPD Panel, first ensure that: it is on your competency level (strategic, tactical or operational, i.e. CMSA, MPSA or AMSA); it falls under one or more of the stipulated Marketing or Non-marketing topics; it has credible speakers/presenters and/or is hosted by a credible company/institution.
- ✓ **Third party confirmation:** It is crucial that you ensure you receive independent confirmation from the host / organizer for any CPD-approved event you attend. This may take the form of a certificate/letter of attendance or a confirmation mail. If you don't receive a confirmation mail after attending an online event, please contact the organizer to send you one. MarkEdOnline activities include assessments to test knowledge/skills obtained and will auto-populate a certificate to the member's profile as proof.
- ✓ **Webinars:** Please note that a maximum of 12 CPD points can be claimed for webinars without an assessment component, by all designated members in the 2021-2022 CPD cycle. An "Assessment" component refers to a direct question that the individual attendee must answer during or after the webinar, in confirmation of your personal understanding of the content. Proof of this assessment, scored on an individual basis by the provider, is required.
- ✓ **The Designation level of an activity:** Members can only claim the relevant CPD points for a CPD-approved activity, **IF** that activity is approved at their specific designation level or higher. Therefore, a CMSA can only claim CPD points for activities approved at CMSA level, but AMSAs or MPSAs can claim CPD points for activities approved at their own designation level, or higher.

MARKETING TOPIC FRAMEWORK

[Current relevant focus areas for 2021-2022]

MARKETING TOPICS

Brand Management and Brand Purpose
 B2B marketing
 Consumer behaviour
 Customer value management
 Customer Relationship Management
 Digital Marketing
 Disruptive technology
 Employee engagement and internal marketing
 Financial Management for Marketing
 Internet of things
 Marketing activity engagement
 Marketing metrics
 Marketing Strategy
 Marketing research
 Market segmentation to unlock value
 Marketing Legal Compliance
 Reputation management

NON-MARKETING TOPICS

Business Strategy
 Business Economics
 Business Leadership
 Corporate Governance / Ethics
 Corporate Shared Value
 Entrepreneurship
 Management of Change/Change Behaviour
 Project Management

Frequent audits of member profiles are conducted throughout the CPD cycle by MASA, with a final audit in December 2022.

STEPS TO FOLLOW:

1. Complete CPD approved activity (MarkEdOnline)



Log CPD approved activity on CPD Tracker



CPD certificate is automatically loaded onto the CPD Manager Certificates page (MarkEdOnline)

2. Complete CPD approved activity (outside MarkEdOnline)



Log CPD approved activity on CPD Tracker



Load activity details and proof of attendance/completion onto your External Certificates page (CPD Manager, MarkEdOnline)

3. Complete non-approved activity (outside MarkEdOnline)



Log non-approved activity on CPD Tracker



Submit activity to CPD Panel for CPD consideration/approval [Form plus supporting document(s)]

Update CPD Tracker. Load activity & approval details and proof of attendance/completion onto your External Certificates page (CPD Manager, MarkEdOnline)



CPD Panel provides feedback. If approved, CPD points and an Approval number is allocated



DESIGNATION	CHARTERED MARKETER	MARKETING PRACTITIONER	ASSOCIATE MARKETER
Total CPD points required (over a 24 month cycle)	<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)
ACCUMULATION OF CPD POINTS:			
1. Mentoring	10 CPD points (min 20 hours required)	10 CPD points (min 20 hours required)	<i>Not applicable</i>
2. Marketing topics. Personal professional development [physical attendance and online].	60 CPD points (marketing topics <u>only</u>) [MASA CPD PANEL TO CONSIDER / APPROVE EACH ACTIVITY AT THE RELEVANT POINTS AND DESIGNATION LEVEL, ON APPLICATION FROM CONTENT PROVIDER OR DESIGNATED INDIVIDUAL] - Open category (submit for MASA approval): maximum 20 CPD points can be claimed, and the remaining 40 points to be accumulated as per guidelines. a. Third party published article(s) b. Professional presentation(s) at conferences, events, seminars	45 CPD points (marketing topics <u>only</u>) [MASA CPD PANEL TO CONSIDER / APPROVE EACH ACTIVITY AT THE RELEVANT POINTS AND DESIGNATION LEVEL, ON APPLICATION FROM CONTENT PROVIDER OR DESIGNATED INDIVIDUAL] - Open category (submit for MASA approval): maximum 15 CPD points can be claimed, and the remaining 30 points to be accumulated as per guidelines. a. Third party published article(s) b. Professional presentation(s) at conferences, events, seminars	35 CPD points (marketing topics <u>only</u>) [MASA CPD PANEL TO CONSIDER / APPROVE EACH ACTIVITY AT THE RELEVANT POINTS AND DESIGNATION LEVEL, ON APPLICATION FROM CONTENT PROVIDER OR DESIGNATED INDIVIDUAL]
3. Non-marketing topics. Personal professional development [physical attendance and online].	30 CPD points (Non-marketing topics <u>only</u>) [MASA CPD PANEL TO CONSIDER / APPROVE EACH ACTIVITY AT THE RELEVANT POINTS AND DESIGNATION LEVEL, ON APPLICATION FROM CONTENT PROVIDER OR DESIGNATED INDIVIDUAL]	20 CPD points (Non-marketing topics <u>only</u>) [MASA CPD PANEL TO CONSIDER / APPROVE EACH ACTIVITY AT THE RELEVANT POINTS AND DESIGNATION LEVEL, ON APPLICATION FROM CONTENT PROVIDER OR DESIGNATED INDIVIDUAL]	15 CPD points (Non-marketing topics <u>only</u>) [MASA CPD PANEL TO CONSIDER / APPROVE EACH ACTIVITY AT THE RELEVANT POINTS AND DESIGNATION LEVEL, ON APPLICATION FROM CONTENT PROVIDER OR DESIGNATED INDIVIDUAL]

<p>4. NQF accredited marketing or business qualifications</p>	<p>OPTIONAL!</p> <p>Tertiary qualifications completed during the current CPD cycle (i.e. by/before 31 Dec 2022) are acknowledged for CPD purposes. CPD points are allocated according to the NQF (National Qualification Framework) level of the qualification obtained [certificate issued] <u>within</u> the current 24 month cycle. Load certificate after completion onto MarkEdOnline profile.</p> <p>NOTE: Partial recognition of points for individual modules/activities will not be accepted. 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.</p>		
	<p>NQF 5 = 20 CPD POINTS NQF 6 = 30 CPD POINTS NQF 7 = 40 CPD POINTS</p>	<p>NQF 8 = 50 CPD POINTS NQF 9 = 60 CPD POINTS NQF 10 = 70 CPD POINTS</p>	

List of CPD documents for the 2021/2022 CPD cycle

1. **GUIDE for maintenance of certified professional designated status, 2021-2022** (this document)
2. **2021-2022 CPD Tracker** (sent to all members as per their individual designation level)
3. **Forms for submission of an activity to the CPD Panel for CPD consideration/approval**
 - 3.1. For CPD consideration – Face to face event
 - 3.2. For CPD consideration – Online event
 - 3.3. For CPD consideration – Publication-e-book or article
 - 3.4. For CPD consideration – Short Course
 - 3.5. For CPD consideration – Other activity
4. **“MASA Code of Conduct**
5. **“MarkEdOnline_How to upload External Certificates”**
6. **List of all CPD-approved activities for the 2021/2022 CPD cycle** (updated and e-mailed to members, as and when new activities are added)