



The Marketing
Association of
South Africa

GUIDE for maintenance of certified professional designated status 2023-2024



From the desk of Enrico Du Plessis [Project Leader: Professional Designations - Marketing Industry and Chairperson: MASA Professional Designations Board]

Continued Professional Development (CPD) is 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 are fast becoming 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 professional 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 employers in maintaining a competent and adaptable workforce. Beyond local requirements, verified 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 Organization 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 earnings 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 endeavor 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 and thereby the maintenance of your current certified designated status.

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 renew current competency as well as 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 itself.

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 annually 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.



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OVERVIEW OF CPD REQUIREMENTS 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 and operation in terms of a code of conduct.

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

REQUIREMENTS AND CPD POINTS

All certified designated individuals are required to compile and submit a CPD Record Card during each 24-month CPD cycle, to show and evidence the minimum required CPD activities and accumulated points attached to that as approved by the Professional Body. These activities must adhere to the prescribed framework and guidelines as set out by MASA as the professional body, and the necessary number of points need to be accumulated. The number of points required are determined by which designation the individual is certified at.

In summary, the requirements are:

- 1. Administrative requirements:**
 - Pay your 2023 and 2024 membership fees per annum, in advance by latest 31st March of each year.
 - Accept/sign the MASA Code of Conduct for each 24 months cycle.
- 2. Accumulation of CPD points during each defined 24 months CPD Cycle (See CPD Detail point schedule)**

LIST OF CPD DOCUMENTS FOR THE 2023/ 2024 CPD CYCLE

- 1. GUIDE for maintenance of certified professional designated status, 2023-2024** (this document)
- 2. 2023-2024 CPD Tracker** (Utilized by all certified designated members as per their individual designation level)
- 3. Forms for submission of an activity to the CPD Panel for CPD consideration/approval if not yet pre-approved by the CPD panel: [One document with relevant sections 3.1-3.5]**
 - 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 – non-NQF accredited 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 Pre-approved CPD activities for the 2023/2024 CPD cycle** (updated and e-mailed to members, as and when new activities are added during the CPD Cycle)

MARKETING/NON-MARKETING TOPICS FRAMEWORK (A GUIDELINE)

MARKETING TOPICS

Brand Management and Brand Purpose
B2B marketing
Consumer behavior
Customer value management
Customer Relationship Management
Digital Marketing
Digital Data Analysis
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 Behavior
Project Management

Frequent audits of member profiles are conducted on request throughout the CPD cycle by MASA, with a final audit in December 2024.

STEPS TO FOLLOW [Depending on the activity]:

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.

CPD DETAIL POINT SCHEDULE

DESIGNATION	CHARTERED MARKETER	MARKETING PRACTITIONER	ASSOCIATE MARKETER
Total CPD points required (over a 24 month cycle)	<u>Minimum 100 CPD points</u>	<u>Minimum 75 CPD points</u>	<u>Minimum 50 CPD points</u>
ACCUMULATION OF CPD POINTS:			
1. Mentoring	Minimum 10 CPD points (min 20 hours required) Min 10/ Max 20 points	Minimum 10 CPD points (min 20 hours required) Min 10/ Max 15 Points	<i>Not applicable</i>
2. Marketing topics. Personal professional development [physical attendance and online].	Minimum 45 CPD Points [min 45/max 70 Points(marketing topics only)] [MASA CPD PANEL TO CONSIDER / APPROVE EACH ACTIVITY AT THE RELEVANT POINTS AND DESIGNATION LEVEL, ON APPLICATION FROM CONTENT PROVIDER OR DESIGNATED INDIVIDUAL]	Minimum 30 CPD points (marketing topics only) Min 30/ Max 60 Points [MASA CPD PANEL TO CONSIDER / APPROVE EACH ACTIVITY AT THE RELEVANT POINTS AND DESIGNATION LEVEL, ON APPLICATION FROM CONTENT PROVIDER OR DESIGNATED INDIVIDUAL]	Minimum 25 CPD points (marketing topics only) Min 25/ Max 40 Points [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].	Minimum 15 CPD points (Non-marketing topics only) Min 15/ Max 45 Points [MASA CPD PANEL TO CONSIDER / APPROVE EACH ACTIVITY AT THE RELEVANT POINTS AND DESIGNATION LEVEL, ON APPLICATION FROM CONTENT PROVIDER OR DESIGNATED INDIVIDUAL]	Minimum 10 CPD points (Non-marketing topics only) Min 10/ Max 30 Points [MASA CPD PANEL TO CONSIDER / APPROVE EACH ACTIVITY AT THE RELEVANT POINTS AND DESIGNATION LEVEL, ON APPLICATION FROM CONTENT PROVIDER OR DESIGNATED INDIVIDUAL]	Minimum 10 CPD points (Non-marketing topics only) Min 10/ Max 25 Points [MASA CPD PANEL TO CONSIDER / APPROVE EACH ACTIVITY AT THE RELEVANT POINTS AND DESIGNATION LEVEL, ON APPLICATION FROM CONTENT PROVIDER OR DESIGNATED INDIVIDUAL]
4. NQF accredited marketing or business qualifications	<p style="color: cyan;">OPTIONAL!</p> <p>Tertiary qualifications completed during the current CPD cycle (i.e. by/before 31 Dec 2024) 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>		
	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	

CPD ACTIVITIES

- ✓ A “**CPD pre-approved activity**” are those activities submitted by Content Providers to MASA for general approval prior to the event/activity. It may refer to face-to-face events or online activities (e.g., workshops, masterclasses, conferences, short courses); non NQF-accredited qualifications etc.
- ✓ **Approval of ‘Personal/Individual specific’ CPD activities:** 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).
 - To obtain approval, the activity must be submitted to the CPD Panel on Forms 3.1-3.5 [attached]. It is important to remember that activities can only be submitted on the CPD Tracker/Record Card if it has a MASA CPD approval number.
- ✓ **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 pre-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 [3.1-3.5], to the CPD Panel for CPD consideration/approval. Before submitting an activity to the CPD Panel, first ensure that:
 - it is preferably an intervention aimed at on your certified designated 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 and/or activities;
 - 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 of completion.
- ✓ **Webinars:** Please note that webinars without an assessment component will attract less CPD points than those interventions with assessments. 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 if claimed accordingly.
- ✓ **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.

NOTE: The CPD Audit team will allow a maximum of 30 Points for CMSA’s and 20 Points for MPSA’s of activities claimed to be at one level down for CMSA’s and MPSA’s on submission of a motivation of such with their final record card.

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 by the panel.
- ✓ The CPD Panel meets every 4-5 weeks to consider newly submitted activities by content providers and certified designated individuals. 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 Designations@marketingsa.co.za along with any supporting documents.
- ✓ The MASA Office will circulate the latest, updated general pre-approved list of approved CPD activities on a regular basis.
- ✓ Personal submissions, that are not part of the pre-approved list from content providers, will be communicated to everyone on a regular basis as submitted.
- ✓ The **MarkEdOnline** platform houses some of the CPD approved activities (courses, e-books, etc.), and also serves as the online CPD Record Evidence 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 or an activity of personal choice they submitted to the CPD Panel for approval 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. **[NB: The maximum size per document to upload is 2MB]**

All activities must be logged on the member's CPD Tracker document throughout the period to ensure that it is listed by the time of submission during December 2024.