



CMA Customized Training: Pricing Guide

Transform your marketing team's capabilities with customized training programs.

The CMA's proven expertise in delivering educational programs can help to meet your organization's objectives. Leverage our ability to design, develop and deliver unique training needs for your business.

CMA Customized Training	Minimal Customization	Comprehensive Customization	Complete Customization
2.5 Hours [In-Person]	Starting from \$6,500	Starting from \$8,500	Starting from \$10,000
4 Hours [In-Person]	Starting from \$11,950	Starting from \$14,450	Starting from \$16,450
6 Hours [In-Person]	Starting from \$13,950	Starting from \$16,950	Starting from \$20,950
2 Days* [In-Person]	Starting from \$17,500	Starting from \$21,250	Starting from \$26,250
2.5 Hours [Virtual]	Starting from \$5,000	Starting from \$7,500	Starting from \$12,000
4 Hours [Virtual]	Starting from \$9,950	Starting from \$11,950	Starting from \$19,950

*6 hours per day. Total of 12 hours.

All pricing outlined in this guide reflects current rates and is subject to change without prior notice for Canadian Marketing Association members and participants. Final pricing will be confirmed at the time of booking and may vary based on specific training requirements and organizational membership status. Prices are listed in CAD \$.

Minimal customization: Your team will receive a private training session on a topic area the CMA has existing content in. There will be 2-5 tailored exercises based on your team's objectives and experience levels.

Comprehensive customization: Your team will receive a private training session that includes a mix of brand-new content and existing CMA content. All exercises will be tailored to your team's objectives and experience levels.

Comprehensive customization: Your team will receive a private training session with entirely new content currently not available in any other CMA offerings. All exercises, examples, and lessons will be tailored to your team's objectives and experience levels.

We look forward to supporting your organization's training needs.

Customized Training at the CMA

To begin a customized training request, [fill out the form here](#).

To further discuss any questions on your training needs, contact learning@thecma.ca

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CMA