



## Continuing Professional Development Requirement (CPD)

Maintaining one's competency is the mark of a professional and a requirement for Chartered Marketers (CMs) under the Canadian Marketing Association's [Code of Conduct for Professional Marketers](#). Meeting the CPD requirement is one of the prerequisites for maintaining one's right to use the Chartered Marketer designation.

CMA's Continuing Professional Development requirement ensures that CMs remain competent to practice their profession by participating in lifelong learning that helps them remain current in the rapidly changing profession of marketing; deepens their professional competencies; and, exposes them to emerging issues in marketing, business and the broader social context.

Chartered Marketers must earn a total of 60 credits over a three-year cycle, not earning fewer than 15 credits per year.

### Activities that Qualify for Continuing Professional Development Credits

- Structured, relevant learning that includes a formal assessment (e.g. an exam): offered by post- secondary institutions, Canadian Marketing Association and other associations, either in person or online. 1 credit per hour of instruction. No maximum number of credits is applied to this category.
- Relevant learning with no formal assessment: participating in seminars, workshops, conferences, either in person or online. 0.5 credits per hour of content. No maximum number of credits is applied to this category.
- Marketing leadership: teaching/developing a relevant course for the first time; speaking, presenting, facilitating on relevant topics for the first time. 1 credit per hour of developing, teaching, and/or presenting. For repeat occurrences, 0.5 credits per hour of teaching and/or presenting. No maximum number of credits is applied to this category.
- Self-directed learning: keeping abreast of developments in the marketing profession through reading articles and books. 0.5 credits per hour to a maximum of 5 credits per year in this category.
- Researching and writing: articles, blogs, etc. pertaining to the marketing profession. One credit per hour of development to a maximum of 10 credits per year in this category.
- Community participation: sharing marketing expertise as a board member, a committee member, a mentor or coach. 0.5 credits per hour to a maximum of 5 credits per year in this category.

If you have undertaken professional development that does not fall into one of the above categories, please [contact CMA](#) to arrange for an assessment of the learning completed.