

# CERTIFIED PRACTISING MARKETER PROFESSIONAL MAINTENANCE PROGRAM

## POLICY GUIDELINES



### 1. THE PRINCIPLE OF PMP

The Professional Maintenance Program (PMP) is an educational and professional training program designed to assist Certified Practising Marketers (CPM) to maintain and update their knowledge, skills and proficiency in their practice as professional marketers.

PMP is a vital element of the CPM Program. It is intended to identify, develop, promote, maintain and improve upon skills which constitute the dynamic expertise of the marketing profession in a rapidly changing world. As a catalyst, it is for ensuring that the professional development of marketers comes not from reacting to change but by initiating change, thus optimising their service to their clients and employers. To do so, PMP may consist of both structured and unstructured programs that fall within the criteria outlined herein.

### 2. PMP REQUIREMENTS

All CPM's are committed to complete a minimum of 100 hours of professional development - PMP - over a three year period in order to retain their status. Qualifying PMP activities should expand the participant's capacity to discharge their professional obligations and should have the following characteristics:

- i. an organised, orderly framework, developed from a clear set of objectives;
- ii. a formal structure for imparting knowledge or information of an educational or technical nature;
- iii. require active involvement by the participants;
- iv. involvement must be capable of verification.

Activities such as lectures, courses, seminars, workshops, conferences, conventions, presentations, symposiums, summits, congresses, forums, masterclasses, trainings, roadshows conducted by the Institute and other reputable bodies and educational institutions are generally acceptable since they meet the characteristics listed above. These activities may consist of both structured and unstructured programs. The structured program must meet the criteria set out herein. The unstructured program (e.g. readings) must not account for more than 10% of the total hours required by PMP over a three year period (i.e. 10 hours).

Activities organised by the Institute, either alone or in conjunction with other organisations can be increased by a weighting factor depending on the years of marketing experience of the CPM.

The weighting scale for use with those activities (which are described in section 3 and are in the categories 3.1, 3.2 and 3.9) is shown in the following table:

Category of activity	CPM's years of experience			Weighting factor
	12-	12-20	20+	
3.1				
3.2	1.25	1.375	1.5	
3.9				

The CPM can increase the PMP hours reported for the activities organised by the Institute using the appropriate weighting factor according to his or her years of experience. At the end of the weighting process the CPM can round up the total to the nearest integer number if it is a decimal number. Examples of how to weight the PMP hours are shown in section 6.

### 3. RECOGNISED TYPES OF ACTIVITY

The Institute shall recognise the following types of activities as falling within the bounds of PMP. Primarily they have the ability to improve marketers' ability to meet their professional obligations.

#### 31 Conferences presented by the Institute

National and State conferences presented by the Institute alone or in conjunction with other professional bodies and designed to cater for a broad spectrum of member interests or for those in particular occupational groupings.

#### 32 Courses, seminars, workshops, lectures, webinars and other professional development activities presented by the Institute

Any range of technical activities organised by the Institute, either alone or in conjunction with other organisations. These activities do not include AMI Awards events or judging for those awards, however when the CPM has more than 20 years of marketing experience judging for AMI awards will be recognised.

#### 33 Tertiary courses presented by accredited educational institutions and CPM Program segments

Formal courses conducted by Universities Colleges of Advanced Education and accredited education institutions leading to a degree or diploma, other than those undertaken as a pre-requisite for admission into the Institute.

#### 3.4 Appropriate developmental activities presented by experts under the auspices of academic institutions, reputable commercial educational establishments or other professional bodies

Courses presented by accredited educational institutions; seminars, courses, lectures, residential schools, workshops, conferences, presentations, symposiums, summits, congresses, forums, masterclasses, trainings, roadshows, conventions or technical activities presented independently or jointly by tertiary institutions, commercial educational establishments or professional bodies. Certification exams, awards events or fundraising activities will not be recognised. Networking activities will not be recognised either unless the CPM has more than 20 years of marketing experience.

#### 3.5 Researching, writing technical publications and refereed journals; preparation and delivery of technical papers other than those required to meet normal lecturing or work commitments

Actual time engaged in researching material, writing technical publications and refereed journals may be claimed, whether the final product is in the form of a textbook or an article in a professional journal. This should

# CERTIFIED PRACTISING MARKETER PROFESSIONAL MAINTENANCE PROGRAM

## POLICY GUIDELINES

not include time devoted to layout, artwork, design and similar issues.

Time spent in preparation and presentation of lectures, courses and seminars may be claimed except for repeats of presentations which are substantially similar in form or content.

### 3.6 Service on technical, research or special interest committees under the auspices of the Institute, other professional bodies or organisations

Membership of technical, research or special interest committees, discussion or study groups where objectives are defined and specific contributions required of members, usually involving both independent and collective study, review and analysis of designated material or issues.

### 3.7 Structured and unstructured self-study or self-improvement programs, including reading, self-study video, audio packages, webinars, webcasts, podcasts, technical journals, business periodicals

Structured study programs designed for individuals, which may or may not involve interaction with tutors or other individuals and may or may not include assignments, exercises or tests, whether or not these are submitted for assessment.

Self-study courses may include several learning media and/or distance learning aids e.g. note combined with audio or video tapes; computerised or other electronic links. Certification exams will not be recognised.

Unstructured self-study or self-improvement activities such as reading of books, technical journals or business periodicals may be included. However, time claimed for this form of unstructured activity must not account for more than 10% of the total hours required by PMP (100 hours) over a three year period (i.e. 10 hours), more than that will not be recognised.

### 3.8 Appropriate developmental activities presented by the member's employer

"Inhouse" or internal courses, schools, presentations or similar activities arranged by a member's employer and presented either by that employer's staff, individuals or organisations engaged by the employer or a combination of these.

The contents of such activities will be designed to expand the member's knowledge, or skill base, in areas other than those directly related to his/her everyday tasks. Obligatory training in job functions or work related meetings will not be recognised.

### 3.9 Mentoring within a recognised AMI Mentor Program

CPM's who act as mentors within a recognised AMI Mentor Program and conduct research or self-study as part of their mentoring activities can claim that time in this category. Tutoring activities or any other mentoring program not related with AMI will not be recognised.

## 4. PMP REQUIREMENTS

### 41 PMP commencement

CPM's complying with their obligations under the CPM Program, if endorsed with CPM status prior to 30 June in any year shall be deemed to have commenced their PMP at the beginning of that year. If endorsed after 30 June, the PMP shall be deemed to commence on 1 January of the following year.

### 42 Integrity of Certified Practising Marketers

The essential ingredient of CPM is integrity. The professional is a member of a self-regulating profession that has standards, guidelines, provisions and resources for compliance and public recognition. But it is the final responsibility of the professional to interpret an activity and to judge within the guidelines whether this activity was personally

and professionally developing. No professional can delegate fully all personal responsibility to a set of rules or pronouncement and still remain a professional. This personal responsibility is the lifeblood of a healthy professional body.

All CPM's are required to undertake PMP in order to retain their CPM status and shall accurately record their participation in professional maintenance according to the format set out by the Institute.

### 43 Deciding on activities to report

Over the year a CPM may have participated in a wide range of activities. The fundamental criterion in deciding which activity to report is whether they expanded the participant's capacity to discharge his or her professional obligations. As members of a professional body, those participating in an activity are in the best position to judge its relevance in terms of the foregoing.

### 44 Recording PMP Time

Only the actual time during which a CPM participates in a recognised type of activity may be claimed. For the purpose of the annual report, the aggregate time spent on each type of activity should be shown to the nearest half hour. Time spent in social, ceremonial, awards, fundraising or sporting events or in breakfasts, luncheons, dinners or informal functions associated with activities but not forming part of the technical program will not be recognised.

### 45 Retaining Records

Correspondingly, for audit purposes it is required that CPM's retain suitable records and any supplementary documents (e.g. course acceptance, course materials) for the last three years and to submit such details if called upon to do so by the Institute, i.e. if the member is called upon to submit PMP records in the current year, he or she MAY BE obliged to submit records dating back the last three years.

## 5. CERTIFICATION

All CPM's will be reminded annually of their PMP requirements and that compliance with PMP requirements is mandatory for retention of their CPM status. These members will be required to complete a declaration, annually, that they:

- have undertaken sufficient PMP activities to meet the stated requirements for retention of CPM status;
- are able to submit details of the PMP undertaken during the last three years if called upon to do so by the Institute;
- will continue to honour their PMP obligations.

# CERTIFIED PRACTISING MARKETER PROFESSIONAL MAINTENANCE PROGRAM

## POLICY GUIDELINES

### 6. WEIGHTING EXAMPLES

The following examples demonstrate how to use the table shown previously in section 2 to increase the PMP hours reported for a CPM using the appropriate weighting factor.

#### Example 1

CPM with more than 20 years of experience (20+)

Type of activity	Category of activity	Accrediting Organisation	PMP Hours	Weighting	Weighted PMP Hours
Seminar	3.4	Other than AMI	2	n/a	2
Summit	3.4	AMI	16	x 1.5	24
Judging	Accepted 20+	AMI	6	x 1.5	9
Webinar	3.7	Other than AMI	1	n/a	1
Breakfast	Accepted 20+	AMI	2	x 1.5	3
Webinar	3.2	AMI	1	x 1.5	1.5
Total PMP Hours			28		40.5

The weighting process adds 12.5 PMP hours to the total, so the weighted total is 40.5. Rounding it up is 41, so the CPM can report 41 PMP hours instead of 28.

#### Example 2

CPM with 12 to 20 years of experience (12-20)

Type of activity	Category of activity	Accrediting Organisation	PMP Hours	Weighting	Weighted PMP Hours
Seminar	3.4	Other than AMI	2	n/a	2
Summit	3.4	AMI	16	x 1.375	22
Judging	Not accepted	AMI	6	n/a	6
Webinar	3.7	Other than AMI	1	n/a	1
Breakfast	Not accepted	AMI	2	n/a	2
Webinar	3.2	AMI	1	x 1.375	1.375
Total PMP Hours			28		34.375

The weighting process adds 6.375 PMP hours to the total, so the weighted total is 34.375. Rounding it up is 35, so the CPM can report 35 PMP hours instead of 28.

#### Example 3

CPM with less than 12 years of experience (12-)

Type of activity	Category of activity	Accrediting Organisation	PMP Hours	Weighting	Weighted PMP Hours
Seminar	3.4	Other than AMI	2	n/a	2
Summit	3.4	AMI	16	x 1.25	20
Judging	Not accepted	AMI	6	n/a	6
Webinar	3.7	Other than AMI	1	n/a	1
Breakfast	Not accepted	AMI	2	n/a	2
Webinar	3.2	AMI	1	x 1.25	1.25
Total PMP Hours			28		32.25

The weighting process adds 4.25 PMP hours to the total, so the weighted total is 32.25.

32.25. Rounding it up is 33, so the CPM can report 33 hours instead of 28.

### 7. DECERTIFICATION OF CERTIFIED MEMBERS

CPM's failing to comply with PMP requirements or produce appropriate records will be encouraged to revive their professional maintenance over the following twelve months.

Their CPM certification will be renewed accordingly. However, the performance of such member will be highlighted for special attention by the Institute over the said period.

The Institute shall decertify Certified Practising Marketers who:

- fail to fulfil the PMP requirements stated herein;
- becomes bankrupt;
- ceases to be member of the Institute;
- is charged and convicted of criminal offence by a Court of Law in Australia, or any other country;
- acted contrary to the Code of Professional Conduct of the Institute;

Together with the decertification advice the Institute shall insist on the removal of the CPM logo.