



# CERTIFIED PRACTISING MARKETER (CPM)



TRUST MARK OF A  
MARKETING PROFESSIONAL

# ABOUT THE AUSTRALIAN MARKETING INSTITUTE

The Australian Marketing Institute (AMI) is the requisite organisation for professional marketers and authoritative voice of Marketing in Australia. With the largest network of marketers in Australia, the Australian Marketing Institute has been supporting progress in the careers of our members and advancing the marketing profession since 1933.

The Australian Marketing Institute is made up of professional members from across the country who share upstanding qualities of integrity, ethics, trust and experience.

The AMI's core purpose is to support progress in the careers of our members and advance the marketing profession. In order to achieve this, the AMI will:

- Promote and advocate the status and interests of our members and the profession.
- Build the status and professionalism of members through our Certified Practising Marketer (CPM) designation.
- Foster member collaboration and networking.
- Provide access to professional development opportunities, including knowledge sharing, content and thought leadership.
- Work collaboratively with marketing academia, including course accreditation.
- Set and maintain professional standards of members through the Code of Conduct.
- Celebrate marketing excellence through our Awards Program.

The **Certified Practising Marketer (CPM)** designation is the only peak professional benchmark of its kind for Marketers in the Asia-Pacific Region. The CPM title officially recognises both formal education and the successful application of your marketing knowledge and skills in practise.

**PROFESSIONALISM | TRUST | RESPECT**

# AMI MEMBER BENEFITS

By becoming a member of the AMI, you are joining a well established and diverse community of marketers who belong to the association which advocates for your profession and supports you in building your skills as a professional marketer.



## PROFILE BUILDING

Build your profile with our Digital Badges and Certificates that certify your membership level and eligibility to use MAMI post-nominal\*.



## COMPLIMENTARY MONTHLY WEBINARS

Complimentary monthly lunch-break webinars and live chats with leading marketing professionals.



## NETWORKING OPPORTUNITIES

Take advantage of opportunities to collaborate and be inspired with events for marketers at every stage of their career, mentoring opportunities, special interest groups and more.



## ACCESS WORLD CLASS COURSES

Our joint partnership with CIM enables AMI Members to get benefited from a 10% discount on CIM training courses. It includes over 90 virtual and online training courses, ranging from digital marketing to brand strategy.



## COMPLIMENTARY PI INSURANCE

For marketers who operate a consultancy business, the AMI offers complimentary Professional Indemnity Insurance from Association Insurance Australia (AIA) (valued \$800 per annum).



## MICRO CREDENTIALS

Through our partnership with VETASSESS, we bring industry and education providers together, so our members have access to micro credentials to support Australia's marketing sector.



## APPLY NOW

For more information on how to apply for an AMI membership, visit the AMI website.



## WHY BECOME A CPM?

### Recognition

The CPM designation is the trust mark of a professional Marketer.

### Trust

Earned through ethical behaviour, depth of experience and knowledge.

### Point of Difference

The only peak professional benchmark of its kind in the Asia-Pacific Region.

### Currency

Officially recognises both formal education and the successful application of knowledge in practise.

### Continuous Learning

Receive additional discounts on AMI curated workshops to further your expertise through continuous learning.

### Visibility

A complimentary listing in the public online AMI CPM Member Directory. Right to use shareable digital badges.

### Exclusive Subscription

Receive exclusive complimentary subscription to CMO Magazine.

### Mentor Opportunities

Participate in the Emerging Marketers Mentoring Program as a mentor at no extra costs.

### Awards Judging Panel

The right to join the judging panel for the AMI Awards for Marketing Excellence showcase.

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I am proud of being a Certified Practising Marketer (CPM) with Australian Marketing Institute as it's a recognition of both my formal education and my experience. This certification not only demonstrates my commitment and passion for the profession but also a willingness to never stop developing my skills and growing as a marketing professional.

**Louise Cummins**  
Marketing & Digital Director  
H&R Block Australia

## CPM APPLICATION PROCESS

- 1 Become an AMI Member**  
AMI Professional Membership is a prerequisite for anyone wishing to apply for CPM accreditation.  
[Apply here to become CPM](#)
- 2 Gain industry experience**  
CPM candidates typically have practical marketing management experience, a recognised marketing qualification and extensive marketing knowledge and experience.
- 3 Apply for CPM assessment**  
CPM assessment is based on both quantitative and qualitative assessments of career achievements, work history and education.
- 4 Maintain your designation**  
CPMs are required to undertake a minimum of 100 points of Professional Maintenance Program (PMP) each year period to maintain your certification.

## APPLICATION GUIDELINES 1

The assessment process is both quantitative and qualitative.

The quantitative assessment is achieved by reference to the **CPM Matrix**.

Successful applicants who satisfy both the quantitative and qualitative criteria will be required to commit to an ongoing **Professional Maintenance Program (PMP)**.

### CPM Matrix

The CPM Matrix encapsulates the four criteria used to assess applications:

#### Educational Qualifications

The aim is to establish the extent to which the applicant has been exposed to, required to think about, demonstrate knowledge in and apply marketing concepts and theories in the context of formal, recognised/accredited educational programs. Ongoing study is also encompassed.

#### Job Function

Establishes the extent to which the applicant is responsible for the marketing decisions of the organisation. It takes into account: the degree of complexity; level of knowledge; skills required; and the potential impact of the applicant's decision making authority.

#### Level of Seniority

Establishes the level of seniority achieved and gives recognition to the underlying career path. Current level of seniority tends to reflect past achievements.

#### Practical Experience

Recognises the importance of experience in the practice of marketing. The aim is to establish the number of completed years of service of the applicant in either a recognised full marketing, marketing-related, or academic position.

#### Other Considerations

In the case of senior marketing practitioners, who do not have relevant academic study, weighting will be given to their experience.

**Applicants who do not initially meet the assessment criteria are provided a practical course of action to achieve CPM status.**

## CPM Matrix Examples

### Example 1

Marketing Manager in an organisation with \$110M turnover	CPM Points	Weighting	Weighted Points
<b>Educational Qualifications</b> B.Bus (Mktg)	100	n/a	100
<b>Job Function</b> Category/Range Responsibility	125	x 1.3	163
<b>Level of Seniority</b> Marketing Manager	175	x 1.3	228
<b>Practical Experience</b> Full Marketing 6 years	125	n/a	125
Sub-total	525		616
<b>Plus</b> Launch Credit			50
<b>Total Points Achieved</b>			<b>666</b>

### Example 2

Marketing Consultant and CEO of own business with \$1M turnover	CPM Points	Weighting	Weighted Points
<b>Educational Qualifications</b> B.Bus (Mktg)	100	n/a	100
<b>Job Function</b> Total Marketing Responsibility	175	x 1.0	175
<b>Level of Seniority</b> Chief Executive Officer	225	x 1.0	225
<b>Practical Experience</b> Full Marketing 12 years	150	n/a	150
Sub-total	650		650
<b>Plus</b> Launch Credit			50
<b>Total Points Achieved</b>			<b>700</b>

### CPM Application Instructions

- ☛ The CPM Application Form must be completed and submitted to the Australian Marketing Institute for processing.
- ☛ Incomplete applications will not be processed. Complete ALL sections of the application form.
- ☛ Print clearly or type out all details. If insufficient space, please attach typed submissions as appendices.
- ☛ Read all sections carefully before answering. If you require assistance call Membership Services on 02 7228 250
- ☛ Applications must be received with the appropriate payment.
- ☛ Applications received without payment will not be processed.
- ☛ Please retain a copy of your application for your records.

## APPLICATION GUIDELINES 2

### Quantitative Assessment

#### Point Scoring

Achieving the desired quantitative score of 650 points does not automatically attain CPM status nor is falling short of 650 points an automatic set-back. This is because job titles and function titles may have different meanings under different situations. However, quantitative scoring offers a quick indication of the applicant's standing.

#### Weightings

Flexibility in the use of job titles, scope of responsibilities, complexity of work environment, etc. varies within organisations. Organisation size provides some insight into individual job function and seniority. To overcome these differences, points nominated from the CPM Matrix are further multiplied against predetermined weightings.

### Qualitative Assessment

Points scored are reviewed against qualitative factors like career path, job functions, responsibilities and seniority. These details should be reflected in the applicant's resumé. An official position description attached with the application will assist assessors in determining the scope of job responsibility.

The career history will indicate track record and support claims of length of experience. It is useful to note that specific details of work undertaken or results achieved are good pointers, for example details of your involvement in the successful launch and establishment of a product or service. Printed materials offer good support.

**The quantitative point scoring (CPM Matrix) often captures the attention of prospective applicants. However, both quantitative and qualitative measures are essential for CPM assessment.**

## ADDITIONAL NOTES

#### Educational Qualifications

The Institute will not accept academic claims at face value. Assessors reviewing academic qualifications need to understand exactly what marketing subjects you have undertaken.

As examples, degrees like "B.Comm, B.Arts (Marketing Major) or MBA" are best supported with academic transcripts, clearly showing marketing subjects completed.

#### Endorsing Documents

Do ensure that documents submitted are properly endorsed by yourself i.e. your signature on the back of the document. During the verification process with the awarding or issuing organisation and at post-assessment audit, documents must be capable of being identified as originating from the applicant.

#### Assessment Process

The assessment process is multilevelled, comprehensive and subject to audit.

## PROFESSIONAL MAINTENANCE PROGRAM

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.

**All CPM's are committed to complete a minimum of 100 points of professional development over a one-year period as part of the Professional Maintenance Program (PMP) in order to retain their CPM status.**

For existing CPMs the amount of points should be 100 at the date of AMI membership renewal. For those who have obtained CPM status during their membership period the points will be prorated at the time of their renewal.

The types of activities recognised by AMI as falling within the bounds of PMP and the measurement system can be found in the PMP Guidelines.

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 year and to submit such details if called upon to do so by AMI. AMI will not keep a record of the PMP submitted tracking form after the audit. The CPM is responsible for keeping the PMP activity log.

To learn more about the CPM PMP Program and download the PMP Guidelines, visit [ami.org.au/cpm/pmp](http://ami.org.au/cpm/pmp).

#### Declaration

Make sure the Declaration is completed. The Institute must have your authority to verify claims made in your application. Applications submitted without a completed Declaration will not be processed.

#### Other Considerations

In cases of highly experienced senior practitioners who may not have the option of relevant academic study, merit will be considered using career history, experience and other details provided under 'Practical Experience'.

#### Timing

Due to the comprehensiveness of the assessment process much time is consumed in assessment and verification. Applications take approx. 2-4 weeks depending on the speed of response by other organisations authenticating information submitted.

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For more information on how to apply, the criteria and professional maintenance program visit the AMI website.



[ami.org.au/cpm](http://ami.org.au/cpm)