

MANUAL

Continuing Education Units
&
Personal Record Keeping



Chartered Professional Marketer (CPM)

The CIMMO CPM® designation indicates that you have met strict criteria established by the CIMMO's Registrar. Benefits of the designation include:

- ✓ Heightens your marketability and provides differentiation from others engaged in professional marketing services
- ✓ Demonstrates your commitment to staying abreast of the latest marketing knowledge and practices
- ✓ Indicates that you operate under the highest professional standards
- ✓ Allows you to use the CIMMO CPM® designation and logo for public recognition of your professional achievement
- ✓ Serves as a benchmark of your career accomplishments and as a roadmap for professional development

To maintain your CIMMO CPM® designation, you are required to pursue ongoing marketing education and growth and to recertify every three years.

You must complete 40 units of continuing education every three years (each unit represents one physical hour of activity, or otherwise noted). These hours may be accumulated in many ways, including attending seminars, writing articles and participating in other activities that contribute to your professional growth.

You are encouraged to pursue your continuing education (CE) through a variety of sources:

Record of Continuing Education

<i>1.0 Self-Directed or Online Coursework (individual study) 25 Units (total over three years)</i>	20	20	20
<i>1.1 E-learning courses</i>			
<i>1.2 Webcasts</i>			
<i>1.3 Video conferences and events</i>			
<i>1.4 Podcasts</i>			
<i>1.5 Reading research articles to expand your understanding of the discipline</i>			
Total Points			

2.0 Instructor-Led Coursework (group programs) 25 Units (total over three years)	20 <u> </u>	20 <u> </u>	20 <u> </u>
2.1 College and university courses			
2.2 Instructor-led training or workshops			
2.3 Instructor-led online courses			
Total Points			

3.0 Conferences and Seminars 15 Units (total over three years)	20 <u> </u>	20 <u> </u>	20 <u> </u>
3.1 Instructor-led seminars			
3.2 Conferences on specific marketing disciplines			
3.3 Thought leadership conferences			
Total Points			

4.0 Speaking and Instruction 10 Units (total over three years)	20 <u> </u>	20 <u> </u>	20 <u> </u>
4.1 Teaching a course/leading a workshop outside of your workplace			
4.2 Teaching a course at a university			
4.3 Making a presentation at an industry conference			
Total Points			

5.0 Research and Publishing 10 Units (total over three years). Content must contribute to the advancement of the discipline or contribute to professional growth.	20 <u> </u>	20 <u> </u>	20 <u> </u>
5.1 Publishing a paper in a journal or industry magazine (newsletters are not eligible)			
5.2 Writing and publishing a book on a marketing topic			
5.3 Co-authoring an article or text			
5.4 Developing courses that support the goal of CEUs			
Total Points			

5.0 Applied Marketing <i>15 Units (total over three years). Documents must be filed showing client/employer acceptance of application of marketing strategy and/or tactics that advanced the knowledge and understanding of marketing principles, standards and marketing-related technology. Three units represents completion of one project.</i>	20	20	20
5.1 Projects/assignments related to marketing communications			
5.2 Design projects/assignments involving promotion			
5.3 Branding projects/assignments involving surveys and other forms of research			
5.4 Projects/assignments that deal with strategy development and implementation			
5.5 Projects/assignments that deal with marketing tactics development and implementation.			
5.6 Volunteer work involving marketing advisory and mentoring services for MSMEs			
Total Points (after three years, the sum of the values in each of the 3 columns will total 100 – i.e. Yr. 1= 30; Yr. 2=55; Yr. 3=15)			

Name and number of CPM

Date