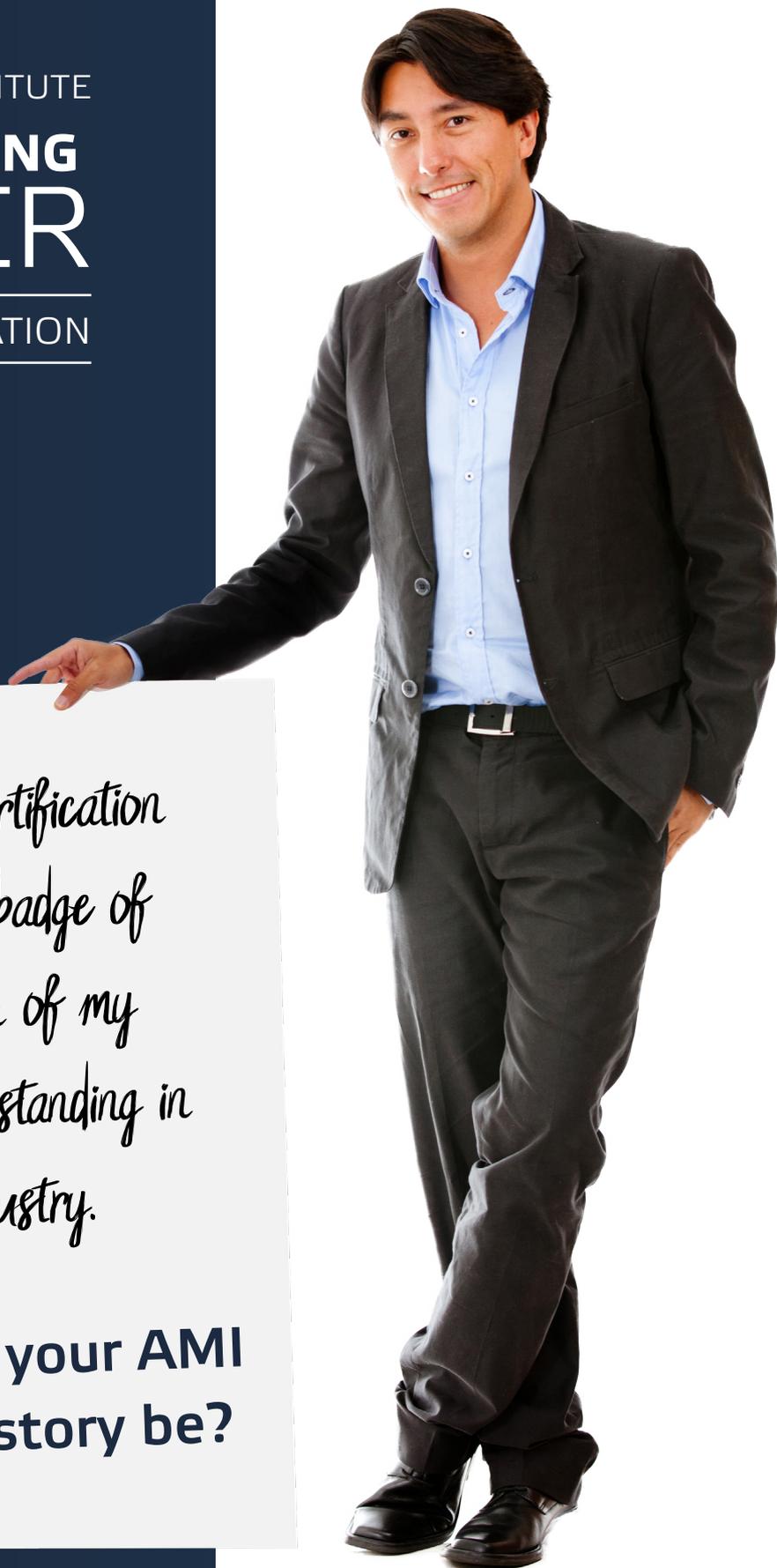


AUSTRALIAN MARKETING INSTITUTE

# CERTIFIED PRACTISING MARKETER

INFORMATION AND APPLICATION



*The CAM certification  
provides a badge of  
recognition of my  
professional standing in  
the industry.*

**What will your AMI  
Member story be?**

THE PROFESSIONAL ASSOCIATION FOR MARKETERS

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

T: 02 8256 1654

E: [membership@ami.org.au](mailto:membership@ami.org.au)

  
**AMI** AUSTRALIAN  
MARKETING  
INSTITUTE

# CERTIFIED PRACTISING MARKETER

## Certified Practising Marketer is the peak professional benchmark for marketers

These days just about anyone can call themselves a marketer. But, what distinguishes those who say they are a 'marketer', from those who are experienced practising professionals, is becoming a Certified Practising Marketer (CPM).

Just like you wouldn't call some random person from the street to do your accounting or to do your plumbing, you shouldn't trust just anyone to do your marketing.

The CPM certification in the workplace is a differentiator for marketing professionals – not all marketers are created equal.

The Certified Practising Marketer designation is the only peak professional benchmark of its kind for marketers in the Asia-Pacific Region. Unlike tertiary or vocational education, CPM is recognition of both formal education and successful application of your marketing knowledge and skills.

Completion of an education program Accredited or Endorsed by the Australian Marketing Institute, entitles you towards a credit reduction in time needed to become a CPM.

## Rewarding Excellence

The Australian Marketing Institute recognises outstanding marketers at the Annual Awards for Marketing Excellence.

Each year the **CPM of the Year** is awarded to an accredited marketer who has demonstrated exemplary performance in marketing and is held in high regard by their peers and colleagues.

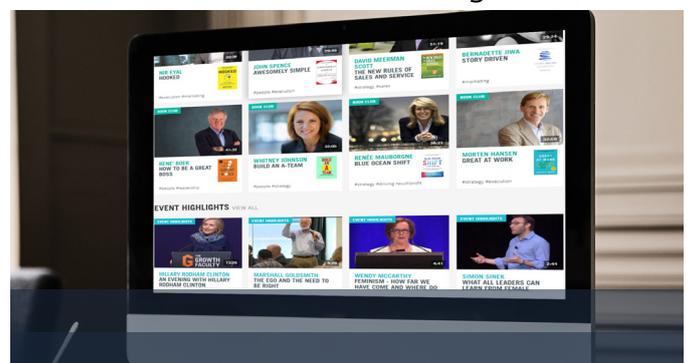
For further information about the Awards visit [www.ami.org.au](http://www.ami.org.au).

## Benefits of Becoming a Certified Practising Marketer

As a Certified Practising Marketer you will benefit from a number of AMI programs and services tailored to the needs of senior marketers and available exclusively to CPMs. From the access to the exclusive content, discounted opportunities for continuing professional development to the advocacy of the Australian Marketing Institute and sharing ideas and knowledge with fellow professionals.

### The CPM program:

- ✔ Defines excellence in the marketing profession, balancing practical experience and conceptual thinking.
- ✔ Advances your knowledge with ongoing, relevant, and valuable professional development and networking.
- ✔ Promotes the profession of marketing by recognising only qualified practitioners. Certified Practising Marketer (CPM) Program shows that you are a professional marketer – recognised by your peers for your experience and qualifications.
- ✔ Helps you maintain your competitive advantage through exclusive networking and ongoing professional development with the Australian Marketing Institute.



AMI's CPM Members have FREE access to ON DEMAND series valued \$300 per annum. ON DEMAND is an ever-growing, curated collection of exclusive video interviews with the world's greatest business minds, leading authors, future thinkers, CEOs and execution specialists.

## Up to \$2,815 value comes with AMI Membership.

This includes:

- ✔ FREE monthly webinars with leading marketing professionals
- ✔ 30% discount on all AMI classroom training, events, and award entries
- ✔ Up to \$800 savings with FREE Professional Indemnity Insurance
- ✔ Subscription to B&T magazine
- ✔ FREE access to the AMI online content library
- ✔ Member preferential rates and discounts, including exclusive discounts with AMI partner organisations for events and content.
- ✔ Career opportunities at your fingertips at the Marketing Jobs Hub
- ✔ Opportunity to promote your business to the network of over 60,000 marketers with discounts on media kit partnership opportunities with AMI.

Additional to your AMI membership, as a CPM, you will benefit from:

- ✔ Adding credibility and weight to your resume with the CPM designation
- ✔ FREE access to ON DEMAND series valued \$300 per annum. ON DEMAND is an ever-growing, curated collection of exclusive video interviews with the world's greatest business minds, leading authors, future thinkers, CEOs and execution specialists
- ✔ Subscription to CMO magazine
- ✔ Eligibility to judge the Australian Marketing Institute Awards for Marketing Excellence
- ✔ Preference for state committee positions

## To qualify, Certified Practising Marketer candidates typically have:

- ✔ Minimum 5 years practical marketing management experience with recognised marketing qualification/s
- ✔ 10 years marketing management experience/practice
- ✔ Extensive marketing knowledge and background experience

### CPM Assessment Criteria

CPM certification is based on both quantitative and qualitative assessments of career achievements, work history and education. To be successful the applicant must accumulate 650 points across all three areas.



#### Educational Qualifications

A marketing degree or graduate diploma in marketing is the basic education level. It is however recognised that people can enter marketing without marketing qualifications and credit is therefore given for completed qualifications in other disciplines and any marketing studies undertaken.

In some circumstances, substantial marketing experience can substitute for qualifications. However, in these cases applicants must demonstrate conceptual competence acquired through more than 10 years of specific marketing practice.



#### Practising Experience

A minimum of 5 years broad marketing experience is required. Applicants must demonstrate a breadth of experience with more than one area of marketing expertise such as digital marketing or market research.



#### Professional Achievements

Applicants are required to provide a resumé of their professional achievements. Clear career progress, increasing functional responsibility and seniority indicate a track record of professional achievement. Evidence of work done, results achieved and career highlights are sought. All claims must be independently substantiated.

## 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)	200	n/a	200
<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	625		716
<b>Plus Launch Credit</b>			50
<b>Total Points Achieved</b>			<b>766</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)	200	n/a	200
<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	750		750
<b>Plus Launch Credit</b>			50
<b>Total Points Achieved</b>			<b>800</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 8256 1650.
- ✔ 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.

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

### 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.



## PROFESSIONAL MAINTENANCE PROGRAM

All Certified Practising Marketers are required to undertake professional development to maintain their CPM status.

#### The Professional Maintenance Program (PMP)

consists of a minimum of 100 hours over a three year period (or 33 hours per year). This commitment, which is subject to random auditing, fosters continued learning and development.

Your PMP must meet the criteria and policies set by the national professional development committee.

The majority needs to be structured learning such as CPM workshops, tertiary study, marketing forums and management training. The remainder of your program can include informal activities such as academic readings.

To learn more about the range of ongoing professional development programs the Australian Marketing Institute offers visit the website at [www.ami.org.au](http://www.ami.org.au) or contact Membership Services on 02 8256 1650.

## 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.

#### 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.

# CERTIFIED PRACTISING MARKETER

## APPLICATION FORM

### Your details

Please use a separate form for each applicant. Form may be photocopied.

Title	First Name
_____	
Last Name	
_____	
Date of Birth	
_____	
Position	
_____	
Division / Department	
_____	
Organisation	
_____	
Business Address	
_____	
Suburb / Town	
_____	
State	Postcode
_____	_____
Tel	Fax
_____	_____
Mobile	
_____	
Email	
_____	
Personal Address	
_____	
Suburb / Town	
_____	
State	Postcode
_____	_____
Email	
_____	
Preferred Postal	<input type="checkbox"/> Business <input type="checkbox"/> Personal
_____	_____
Preferred Email	<input type="checkbox"/> Business <input type="checkbox"/> Personal
_____	_____

### Educational Qualifications

Describe in full the official titles of your qualifications including the awarding institution and year of award. Attach additional information as required and attach photocopies of certificates and academic transcripts.

**Notes:** If the qualification involves Majors, Honours etc, please state clearly. For qualifications obtained through research or a combination of research and coursework, please briefly explain the research topic. For institutions located outside Australia, please name the country where the institution is based.

### Endorsement

The applicant must endorse copies of certificates and transcripts. (ie. Applicant's signature on the back of the certificates)

### Educational Details

Qualification	Year of Award
_____	_____
Institution	
_____	
Qualification	Year of Award
_____	_____
Institution	
_____	

**As the professional benchmark for marketers, the CPM program enjoys the strong support of leading marketing practitioners.**

"As the custodians of customer insight, more and more Marketers are becoming key influencers in both the Boardroom and C-suite, so having an AMI Certified Practising Marketer (CPM) qualification validates the extensive practical and academic experience expected from passionate and committed senior Marketers."

**JAC PHILLIPS**  
Senior Director & Head of Marketing, VISA

### Your Job Description

Position	_____
Division / Department	_____
Time in Current Position	<input type="checkbox"/> Years &/or <input type="checkbox"/> Months
Time in Current Organisation	<input type="checkbox"/> Years &/or <input type="checkbox"/> Months
Major Responsibilities	_____
_____	

Describe your organisation's core business or activity

\_\_\_\_\_

\_\_\_\_\_

### Employment History

Please provide a detailed resumé of positions held from first to present position and attach it with this application.

### Organisation Chart

Please include an organisation chart and clearly mark your position within your organisation.

### Current Organisation

#### Employees

<input type="checkbox"/> < 10	<input type="checkbox"/> 500-999
<input type="checkbox"/> 10-49	<input type="checkbox"/> 1000-4999
<input type="checkbox"/> 50-99	<input type="checkbox"/> 5000-9999
<input type="checkbox"/> 100-499	<input type="checkbox"/> 10000+

#### Turnover

<input type="checkbox"/> < \$100K
<input type="checkbox"/> \$100K - \$500K
<input type="checkbox"/> \$500K - \$1M
<input type="checkbox"/> \$1M - \$5M
<input type="checkbox"/> \$5M - \$20M
<input type="checkbox"/> \$20M - \$100M
<input type="checkbox"/> \$100M - \$500M
<input type="checkbox"/> \$500M +

### Company Type

<input type="checkbox"/> Listed Public
<input type="checkbox"/> Unlisted Public
<input type="checkbox"/> Proprietary Limited
<input type="checkbox"/> Government
<input type="checkbox"/> Non-Profit
<input type="checkbox"/> Association
<input type="checkbox"/> Partnership
<input type="checkbox"/> Sole Trader

Unless you tick the boxes below, by subscribing to AMI Membership you are agreeing to receive information from the Australian Marketing Institute and its Partners (by email, telephone, text and post) about its products and services.

No, I don't want to receive offers and information about AMI products and services

No, I don't want to receive information from carefully selected AMI third-party partners about events and offers for marketing professionals

**Our privacy policy complies with Privacy Act 1988 and is available on our website at [www.ami.org.au](http://www.ami.org.au)**

### Main business activity

<input type="checkbox"/> Advertising
<input type="checkbox"/> Communications
<input type="checkbox"/> Construction
<input type="checkbox"/> Consulting
<input type="checkbox"/> Education/Training
<input type="checkbox"/> Finance/Banking
<input type="checkbox"/> Insurance/Superannuation
<input type="checkbox"/> Food/Beverage
<input type="checkbox"/> Government/Defence
<input type="checkbox"/> Health/Community Services
<input type="checkbox"/> Information Technology
<input type="checkbox"/> Manufacturing
<input type="checkbox"/> Media/Entertainment
<input type="checkbox"/> Primary Industry
<input type="checkbox"/> Professional Services
<input type="checkbox"/> Property
<input type="checkbox"/> Publishing/Printing
<input type="checkbox"/> Retail
<input type="checkbox"/> Science/Technology
<input type="checkbox"/> Sport/Recreation
<input type="checkbox"/> Telecommunications
<input type="checkbox"/> Tourism/Hospitality
<input type="checkbox"/> Transport/Logistics
<input type="checkbox"/> Utilities
<input type="checkbox"/> Other (please specify):

### Marketing areas of interest

You may select more than one

<input type="checkbox"/> Advertising
<input type="checkbox"/> Content Marketing
<input type="checkbox"/> Corporate Social Responsibility (CSR)
<input type="checkbox"/> Creativity in Brand, Product or Service Mkt
<input type="checkbox"/> Customer Experience (CX) Marketing
<input type="checkbox"/> Data Driven Marketing and Advertising
<input type="checkbox"/> Digital Marketing (incl. SEO)
<input type="checkbox"/> Education
<input type="checkbox"/> Financial Services Marketing
<input type="checkbox"/> Innovations and Design Thinking
<input type="checkbox"/> Integrated Marketing Communications
<input type="checkbox"/> Loyalty Marketing
<input type="checkbox"/> Marketing Automation
<input type="checkbox"/> Marketing Communications: B2C and B2B
<input type="checkbox"/> Mobile and Location Based Marketing
<input type="checkbox"/> Property Market Marketing
<input type="checkbox"/> Public Sector Marketing
<input type="checkbox"/> Social Marketing & Social Change
<input type="checkbox"/> Non for Profit Marketing
<input type="checkbox"/> Social Media and Digital Marketing
<input type="checkbox"/> Sponsorship Marketing
<input type="checkbox"/> Tourism Marketing

# APPLICATION FORM 2

## Marketing specific and Marketing Related Functions

For the next questions please refer to the following:  
"Marketing Specific" refers to responsibilities that involve all facets of marketing functions traditionally referred to as the "4p's" or "7p's". For academics, this refers to those whose core discipline is marketing.

"Marketing Related" refers to responsibilities that usually involve one or two branches of marketing such as advertising, sales, market research, public relations or consulting.

### For practitioners of marketing

Tick **ONE** box below that best describes your current level of responsibility.  
Tick **EITHER** the "Marketing Specific" OR "Marketing Related" column only.

#### Marketing Specific Functions

- Total marketing responsibility for organisation
- Divisional/regional marketing responsibility
- Total brand/product range, business category
- Product/Brand Manager
- Assistant Product/Brand Manager
- Trainee/Assistant (general)

#### Marketing Related Functions

- Chief Executive Officer
- Total functional/divisional responsibility
- Regional/State/part functional responsibility
- Single product/key account responsibility
- Manager/Territory Manager/Marketing Research Officer

### For marketing specific or marketing related academics

Tick **ONE** box below that best describes your current level of responsibility.  
Tick **EITHER** the "Marketing Specific" OR "Marketing Related" column only.

Please provide course/subject titles for which you lecture and tutor or any information that may be helpful in assessing the extent to which you can be said to be practising marketing.

	Marketing Specific	Marketing Related
Full Professor/Faculty Head	<input type="checkbox"/>	<input type="checkbox"/>
Associate Professor/Head of Department	<input type="checkbox"/>	<input type="checkbox"/>
Senior Lecturer	<input type="checkbox"/>	<input type="checkbox"/>
Lecturer	<input type="checkbox"/>	<input type="checkbox"/>
Tutor	<input type="checkbox"/>	<input type="checkbox"/>

Additional information \_\_\_\_\_

## Fees

Fees must be enclosed. Incomplete applications will not be processed.

### - CPM Application Fee

- AMI Member** Please enclose \$125 (inc GST)
- AMI Non Member** Please enclose \$620 (inc GST)

**The Non-Member CPM Application Fee includes an annual Australian Marketing Institute Membership Subscription of \$495**

### - CPM Annual Certification

If your application for Certified Practising Marketer is successful, future invoices will incorporate both the Australian Marketing Institute Membership Subscription Fee and the CPM Certification Fee.

## Payment details

Australian Marketing Institute ABN 30 000 026 586  
This form constitutes a Tax Invoice/Receipt upon payment. All amounts include GST.

Payment Amount [ \$ ] Please enclose the appropriate amount

Special Offer Code (if applicable): \_\_\_\_\_

EFT: ANZ bank **BSB: 012003 Acc No: 326109372**

**Name Account:** Australian Marketing Institute. *Please include your name as reference.*

**Cheque:** Payable to Australian Marketing Institute

**Credit Card:**

Card Number: \_\_\_\_\_ Expiry: \_\_\_\_\_ CVV: \_\_\_\_\_

Visa  Mastercard  Amex

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

## Level of Seniority

Tick **ONE** box below that best indicates your level of seniority within your organisation. If your position is not given, please provide a description.

- Chief Executive Officer
- Marketing Director / Chief Marketing Officer
- Marketing Manager / Regional Marketing Manager / Sales Director
- Group Product Manager / National Sales Manager / Group Account Director
- Product/Brand Manager / State Sales Manager / Account Director
- Functional Marketing Support Manager
- Individual Client Manager / Territory Executive / Manager
- Assistant
- Other (please specify): \_\_\_\_\_

## Practical Experience

Tick **ONE** box to indicate your practical experience.

Practical experience is defined as the number of completed years of service either in a recognised full marketing or marketing related academic role.

	12+ yrs	6-11 yrs	3-5 yrs	0-2 yrs
Full Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing Related Academic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Additional Experience

Please attach any remarks concerning your experience which may be useful in assessing your application.

## Declaration

**IMPORTANT!** Please ensure you complete this Declaration  
Have you, or the organisation(s) you are/were involved with, been convicted of any civil or criminal offence, inquiries, etc. that are likely to impact on the outcome of this application?

Please tick:  **No**, I have not been involved in anything that is likely to impact on the outcome of this application.  **Yes**, I have and attached are the dates, nature and status of such convictions, litigation, activities, investigations, inquiries etc.

I, \_\_\_\_\_  
hereby declare that all of the information provided in this application is to the best of my knowledge true and accurate. For the purpose of verifying my qualifications and work experience/employment history, I authorise the Australian Marketing Institute (AMI), or its representatives, to contact the persons, organisations and institutions noted in this application.

I understand all applications will be treated with diligence and confidentiality will be respected at all times. I accept the decisions for CPM certification by the Australian Marketing Institute as final.

### When certified, I agree to:

Abide by and uphold the Rules and Regulations and Code of Professional Conduct of the AMI; Uphold the standards and professionalism of CPM by completing the annual Professional Maintenance Program requirements specified by AMI; Pay all annual subscriptions for CPM and AMI when they fall due; Give three months notice in writing if I wish to cease my membership and CPM certification, immediately pay any outstanding amounts owing, return my certificates to AMI and cease using all AMI titles immediately.

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Attachments

To ensure your application is correctly processed, list all attachments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Frequently asked questions about becoming a Certified Practising Marketer (CPM)

- Who can become a CPM?**  
Anyone who is serious about a professional career in marketing can become a CPM. Since CPM is a benchmark of marketing practice it is a measure of career progress for professional marketers.
- What if I do not yet meet the criteria for CPM?**  
Each application is individually assessed. Specific recommendations are made to provide a pathway for each applicant to ultimately achieve CPM accreditation. The assessment process offers valuable feedback and guidance to assist your professional development. If you are not sure you qualify please call us on 02 8256 1654. If you don't yet qualify, we can assist by recommending a course of action (Professional Development Program) that will lead to CPM qualification.
- Is CPM a membership category?**  
CPM is not a membership category. It does not supersede or have higher status than any membership category. Nor do you have to be a CPM to be a member of the Australian Marketing Institute. However, CPM is a prerequisite for the membership categories of Associate Fellow and Fellow.
- What are my professional development obligations?**  
Each year participants in the CPM Program are required to undertake 33 hours of professional development per year or 100 hours over three years. A variety of activities qualify including workshops, seminars and self study, providing the program extends your marketing skills. The Institute offers a range of education, training and professional development designed to meet the needs of marketers based on the qualifications or experience.
- Why should I become a CPM?**  
Recognition. The people you respect in your business life will see and recognise you for what you are - qualified, experienced and professional. CPM will provide employers and clients with credentials which benchmark your career achievements. It will also serve to differentiate the relative experience of marketing practitioners. Through the Professional Maintenance Program, the constant refreshing and boosting of your skills will be recognised. Through the CPM Program marketers gain the professional recognition they deserve and can fuel progress in their career.
- How do I apply for CPM?**  
Simply complete the attached CPM Application Form and attach evidence of your educational and career achievements: a resumé or CV; transcripts of results and copies of certificates; an official position description or organisation chart. It is also useful to note specific details of work done or results achieved, i.e. details of your involvement in the successful launch and establishment of a product or service. Send your completed application with a \$125 (inc GST) processing fee to the Australian Marketing Institute. If you are not currently an Australian Marketing Institute member you will also need to pay a membership subscription fee.
- Do I have to complete a course to become a CPM?**  
CPM is not a course. The certification is designed to recognise that an individual is a practising marketer who fulfils the Australian Marketing Institute's requirements for qualifications, experience and professionalism. To achieve this standard, some individuals may be required to undertake further study to enhance their qualifications whilst others may be required to augment their experience.

**If you have any other questions about becoming a Certified Practising Marketer, please contact the Australian Marketing Institute.**

**To help you complete your CPM Application Form, please refer to the Application Guidelines contained in this document.**

**Complete and submit this application form to become a CPM Member of the Australian Marketing Institute.**

**Email:** [membership@ami.org.au](mailto:membership@ami.org.au)

**Mail:** Australian Marketing Institute

**Membership Services**

PO Box 322, St. Leonard's NSW 2065

**Online:** [www.ami.org.au](http://www.ami.org.au)