CMA Canadian Marketing Association

CHARTERED MARKETER

# ACCELERATE YOUR STUDENTS' FUTURE MARKETING CAREERS WITH THE CM ACCELERATED EDUCATION PATHWAY



By joining the Chartered Marketer (CM) network of pre-approved marketing programs, your institution will unlock an exclusive opportunity for your students to fast-track their CM journey.

## BENEFITS FOR YOUR STUDENTS & ALUMNI

- **Streamlined Path to the CM:** Pre-approved marketing programs guarantee CM candidacy after 1-year of work experience and require only 1-2 courses plus the Summit course to achieve the CM designation.
- **Goal-Oriented Learning:** The clear pathway keeps students motivated as they work towards their future marketing career.
- **Professional Growth:** As the only marketing designation in Canada, the CM opens doors to exciting opportunities and sets your graduates apart in the competitive marketing landscape while fostering lifelong professional development.

## PARTNERSHIP CRITERIA:

- Must be a CMA PSI Member in good standing. Learn about CMA Membership.
- Prominently feature the CMA/CM logo on your website, showcasing your program(s) pre-approved status.
- Include a program description highlighting the CM designation program and share with the CMA for approval prior to publishing.
- Share the CM Program Brochure with your students and alumni to help guide their marketing career goals.

Access our Brand Kit, filled with resources, to profile the CM designation into your marketing materials.

DOWNLOAD BRAND KIT

Reach out to the CMA's Learning Team at charteredmarketer@thecma.ca for more details.