PROFESSIONAL DESIGNATIONS:
RECOGNITION OF PRIOR LEARNING

- MASA IN CONTEXT—A SHORT BACKGROUND
- CREDIBILITY IN CONTEXT
- THE COMPETENCY FRAMEWORK
- THE RPL PROCESS
- CHALLENGES & THE WAY FORWARD
• The Marketing Association of South Africa was established in 2006 as the only representative PROFESSIONAL body for the Marketing Industry of South Africa.
• MASA maintained the CMSA Designation as a voluntary Designation until registration and approval as The Professional Body of the Marketing Industry in 2012.
• MASA continued to register the MPSA [2012] and AMSA [2018], together with the CMSA Designation, with SAQA since 2012.
• During 2015, MASA started the re-calibration of the designations process [structure, process and content] to align with the latest Industry and SAQA requirements. This resulted in the development of an extensive designation process, including RPL to be completed by each potential candidate.
• A fully defined, and soon to be automated, CPD process has been implemented since 2017.
• MASA was audited by SAQA during 2017 and accreditation granted for another 5 years. [MASA = Professional Body ID 819]
CREDIBILITY IN CONTEXT

PROFESSIONAL DESIGNATION BOARD

[WELL DEFINED TERMS OF REFERENCE]

➢ 7 EXECUTIVE PRACTITIONERS
➢ 5 ACADEMIC REPRESENTATIVES

[ROTATED ON BI-ANNUAL BASIS]

RPL ADVISERS AND ASSESSORS

[ACCREDITED BY MASA THROUGH AN INDEPENDENT RPL CONSULTANT]

➢ CURRENTLY A TEAM OF 16 SENIOR CONSULTANTS AND EXECUTIVES IN JOHANNESBURG, CAPE TOWN AND DURBAN
➢ WELL GUIDED BY COMPETENCY FRAMEWORK AND ASSESSMENT RUBRIC
MASA RPL ADVISORS / ASSESSORS 2019 [all are current CMSAs]
Alexander Largatzis (DBN); Audrey Naidoo (JHB); Benedict Banda (JHB); Cholofelo Obasi (JHB); Dennis Smith (JHB); Ernest Bagopi (BOT); Hennie Visser (PTA); Ismail Carr (PTA); John Binns (CPT); Krishan Jagernath (JHB); Lindy-lou Gill (CPT); Mark Pretorius (CPT); Peter Ivanoff (JHB); Riana van Coller (JHB); Stuart Hopwood (CPT); Zahid Shaik (JHB).

PROFESSIONAL DESIGNATIONS BOARD MEMBERS 2019
Greg Garden (CEO), Enrico du Plessis (Chairperson, PDB), Sechaba Motsieloa (Chairperson, MASA), Doug Place (Nando’s); Martin Neethling (Pioneer Foods); Mosidi Seretlo; Joel Chigada; Danie Petzer (GIBS); HB Klopper (Monash); Khathutshelo Mercy Makhitha (UNISA)
Designated MASA members:

Jan 2017- Jan 2019
Designations process:

- CMSA: 26 Chartered Marketers
  - 2018 Board Exam: 17 sat the Exam, 16 passed.
  - 2017 Board Exams: 16 sat the Exam, 10 passed.
- MPSA: 30 Marketing Practitioners
- AMSA: 11 Associate Marketers

Designated members:

- 637 marketers designated (as per latest data load)
- 375 designated marketers entered moratorium in Jan 2017
- Following audit of CPD activities in moratorium, 130 designated marketers’ professional status renewed [ACTIVE]. Remainder put on inactive list.
1. **Marketing Strategy**: The ability to turn Business strategy into Marketing strategy. A CM must be capable of driving (or, if not the CMO, helping to drive) the development and implementation of their organisation’s marketing strategy, plans and processes.

2. **Marketing Leadership**: CM is an endorsement of the experience and capability to perform at a marketing leadership level and to define or help define and drive their organisation’s ‘marketing way’.

3. **Brand Leadership**: A CM has the capability to perform as Chief Brand Officer, guiding and directing brand positioning and meaning.

4. **Ideas Catalyst**: the ability to create a constructive ‘what if….? Why not….? What about….? What else….? Have we thought of….?’ environment to drive marketing excellence and organisational performance.
5. **Customer and market insight**: the ability to lead the ongoing acquisition of knowledge and insight into their organisation’s/brands target consumers’ attitudes and behaviours.

6. **Marketing measures and accountability for ROMI (return on marketing investment)**: a CM ensures the availability of rigorous and reliable data to demonstrate marketing’s contribution to the organization’s financial performance.

7. **Innovation**: a CM must constantly be looking for new and more effective and impactful marketing ways to supplement the core and proven elements of their organisation’s ‘marketing way’.

- The main difference between the Chartered Marketer designation and the Marketing Practitioner Designation is the level of complexity and the amount of strategy involved in the above processes.
THOMAS EDISON COLLEGE

PRIOR LEARNING

ASSESSMENT

RECOGNITION

WHERE YOU HAVE BEEN

WHERE YOU ARE NOW

GAPS = WHERE YOU WILL GO

@giuliaforsythe
RECOGNITION OF PRIOR LEARNING
RECOGNITION OF PRIOR LEARNING
RECOGNITION OF PRIOR LEARNING
1. Enter the MASA designation process

2. Induction and RPL Orientation Workshop

3. Complete and submit the Commitment Letter

4. Apply tools and gather evidence of your experience in the Workplace under guidance of your RPL Advisor [2 months]

5. Submit PQE to MASA after 3 months

6. Assessment and Moderation against the assessment rubric criteria 1 Month

7. Final decision and report to MASA

8. CMSA Board Exam & Preparatory Workshop

The RPL Process
CHALLENGES & WAY FORWARD

✓ INDUSTRY PARTICIPATION

✓ EDUCATION AND TRAINING INSTITUTION PARTICIPATION

✓ FULL AUTOMATION OF PROCESS, CPD AND AUDITS
THANK YOU FOR YOUR KIND ATTENTION

QUESTIONS AND DISCUSSION