

# **PROFESSIONAL DESIGNATIONS:**

# **RECOGNITION OF PRIOR LEARNING**

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- ❖ *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).

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❖ **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)



cmsa



mpsa



amsa





**THE MARKETING  
ASSOCIATION**  
OF SOUTH AFRICA

**CMSA [Chartered Marketer SA]**

**MPSA [Marketing Practitioner SA]**

**AMSA [Associate Marketer SA]**



# 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.

# COMPETENCY FRAMEWORK (1)

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.

# COMPETENCY FRAMEWORK (2)

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



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THOMAS EDISON COLLEGE

# PRIOR LEARNING

ASSESSMENT  
RECOGNITION

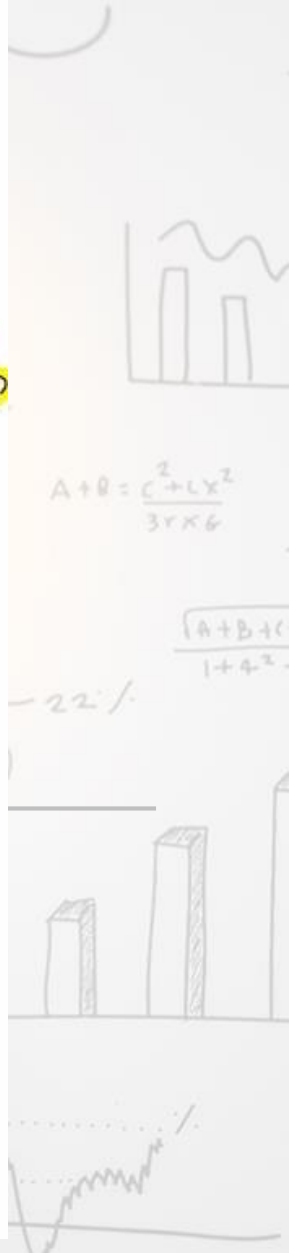
PROGRAM  
CURRICULUM

WHERE  
YOU  
HAVE BEEN

WHERE  
YOU  
ARE  
NOW

GAPS  
= WHERE YOU  
WILL GO

@giuliaforsythe





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# RECOGNITION OF PRIOR LEARNING



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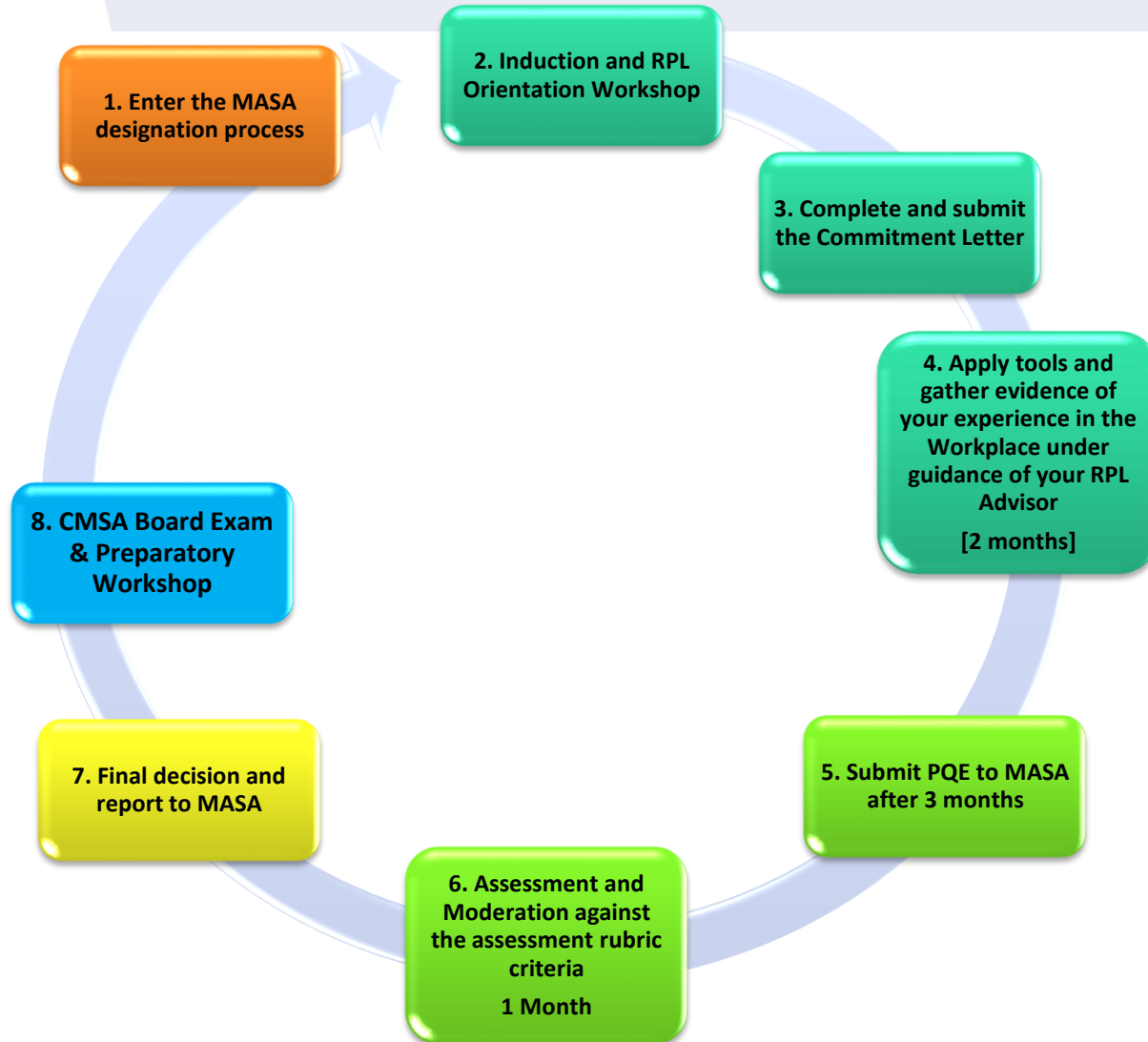


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SAQA

# The RPL Process



# CHALLENGES & WAY FORWARD

- ✓ INDUSTRY PARTICIPATION
- ✓ EDUCATION AND TRAINING INSTITUTION PARTICIPATION
- ✓ FULL AUTOMATION OF PROCESS, CPD AND AUDITS



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THANK YOU FOR YOUR KIND ATTENTION

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QUESTIONS AND DISCUSSION



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