

THE ASIA MARKETING FEDERATION (AMF)

The Asia Marketing Federation (AMF) was established in 1991, with the aim of furthering economic development and the improvement of the life of consumers in the Asia-Pacific region through co-operation in information exchange on new marketing concepts, experience, technologies and research findings.

Certified Professional Marketer – CPM(Asia) Status

The CPM(Asia) is the formal endorsement of professional status for marketing professionals who have already attained a competent level of academic and practical understanding of marketing in Asia. This professional status is conferred by the AMF and is endorsed by all national marketing bodies in Asia.

Your Route to the CPM(Asia) Status

To obtain this professional status, marketers are required to:

1. Successfully complete the CPM(Asia) qualifying examinations; and
2. Possess at least five years of practical marketing experience in any Asia countries.

The AMF reserves the right to vary the above requirements and selection is at their sole discretion.



Award of the CPM(Asia) Status

Holders of the CPM(Asia) status are entitled to use the designation 'CPM(Asia)' on their business cards and letterheads. In order to be able to continue to use the designation, holders of the CPM(Asia) status must continue to be members of the AMF. To be a member of the AMF, you need only be a member of your local marketing association. Members of all local marketing associations are automatically members of the AMF.

CPM(Asia) Qualifying Examinations

The CPM(Asia) qualifying examinations comprise five subjects. They are:

- Marketing Research
- Marketing Communications
- Marketing Strategy
- Asia-Pacific Business*
- Asia-Pacific Marketing Management*

* The 'Asia-Pacific Business' and 'Asia-Pacific Marketing Management' papers are compulsory to all candidates.

Entry Requirements

All candidates must possess one of the following academic qualifications:

1. A degree or diploma from a recognised university or institution
2. A professional qualification from a recognised institution

Those without the above academic qualifications must have **at least 10 years** of practical marketing experience.

The AMF Education Committee reserves the right to vary the above requirements and selection is at the sole discretion of the Committee.

Exemptions

The AMF recognizes a number of academic qualifications with appropriate marketing content for exemptions on a subject-by-subject basis for the CPM(Asia) qualifying examinations. Exemptions will not be considered on the basis of marketing experience.

No exemptions will be granted for partially-completed qualifications. The AMF Education Committee reserves the right to recognize and approve only certain qualifications for exemptions.

Requests for exemptions must be made in writing and accompanied by photocopies of result transcripts and the detailed syllabuses of the subjects. Requests for exemptions must be submitted together with the examination registration form.

Hong Kong Exemption Status

The following qualifications are given exemptions from Hong Kong:

CIM Postgraduate Diploma in Marketing

- Exempted from 'Marketing Strategy', 'Marketing Research', and 'Marketing Communication'

HKIM Diploma/ Professional Diploma in Marketing

- Exempted from 'Marketing Research', and 'Marketing Strategy'

HKIM Graduate Diploma in Marketing

- Exempted from 'Marketing Research', and 'Marketing Communications'

HKIM LiPACE Professional Diploma in Marketing (Asia Pacific Focus)

- Exempted from 'Marketing Strategy', 'Marketing Research', and 'Marketing Communication'

No exemptions will be granted for the '*Asia-Pacific Business*' and '*Asia-Pacific Marketing Management*' papers.

For qualifications other than the ones stated above, candidates have to go through normal procedures as described above.

Registration Procedures

There are two examinations annually – March and September.

Registration for examinations must be submitted on the prescribed examination registration form. All candidates are to submit their registration through their respective local AMF member association. All application forms must reach Hong Kong Institute of Marketing by **15 June** for the September Qualifying Examination and **15 December** for the March Qualifying Examination.

A candidate must submit the completed examination registration form and certified true copies of his or her academic qualifications to Hong Kong Institute of Marketing at least 12 weeks before the first examination.

Candidates will be informed of their eligibility for the examinations four weeks after the Institute receives their completed registration form which should be sent to:

Hong Kong Institute of Marketing
3/F, 88 Commercial Building,
28-34 Wing Lok Street, Sheung Wan, Hong Kong

Fees

Examination study guide: US\$10 > HK\$78
One-time registration fee: US\$150 > HK\$1,170
Examination fee per subject: US\$120 > HK\$936
Application fee for CPM(Asia): US\$35 > HK\$273

Candidates are advised to make payment through cheques payable to 'Hong Kong Institute of Marketing Limited'.

**HK\$150 will be charged for each transmittance for the bank.*

Deferment of Examinations

Candidates who wish to defer their examinations are to inform the institute in writing at least two week prior to the examinations. The examination fees may be retained for the next examination approval upon AMF. However, an administrative fee of US\$15 will be charged for deferment.

Examination Results

Examination results will be sent to candidates ten weeks after the end of the examinations. Candidates who have failed any subject(s) may register for future public examinations.

The decision of the Board of Examiners and the AMF Education Committee concerning the results will be final and no correspondence will be entertained.

Award of the CPM(Asia) Completion Certificate

Candidates who have successfully completed the CPM(Asia) qualifying examinations will be awarded a Certificate of Successful Completion.

[Application for CPM\(Asia\) Status](#)

Candidates who have successfully **completed the CPM(Asia) qualifying examinations** and **have a minimum of five years of practical marketing experience** in any Asia countries are eligible to apply for the CPM(Asia) status. The application fee is US\$35. A prescribed form will be sent to all eligible candidates together with the results notification letter.

Hong Kong Institute of Marketing
3/F, 88 Commercial Building,
28-34 Wing Lok Street, Sheung Wan, Hong Kong
Tel: 2881 6682
Fax: 2881 6057