



Marketing Association of Australia and New Zealand Institute of Chartered Practising Professionals - Marketing (ICPP - Marketing) Application for Accreditation

The ICPP- Marketing Program provides a high status, professional accreditation. It is the new standard of professional recognition and credibility for marketing practitioners and serves as the identifying brand for qualified practising professionals.

The assessment process is stringent. Successful applicants who satisfy the criteria will also be required to complete a The Professional Practise course (provided as part of this application process) and to commit to an ongoing program to maintain their knowledge and professional competency.

Factors taken into account when assessing ICPP applications include:

- a. **current job function description** - to establish the extent to which the applicant is responsible for the marketing decisions of the organisation with which they are associated; it takes into account the degree of complexity, level of, knowledge, skills required and the potential impact of the applicants decision making authority;
- b. **level of seniority** - to establish the level of seniority and past achievements;
- c. **marketing experience** - this recognises the importance of experience in the practice of marketing. The aim is to establish the type of experience and the number of years of service of the applicant in either a recognised full marketing, marketing related or academic roles;
- d. academic achievement and ongoing study;
- e. other considerations.

Instructions

This application must be completed and submitted to MAANZ for processing. If insufficient space, please attach appendices. If unsure of any aspects, please contact us on iccp@marketing.org.au

Applicants:

You will need to complete all the sections of the application form.

The completed form appropriate payment can be completed on-line on our secure site or should be forwarded to the Marketing Association of Australia and New Zealand at P.O. Box 369 Ormond Victoria 3204 Australia

Any cheques should be made payable to " The Marketing Association of ANZ ".

APPLICATION FORM

1. Personal Details

Please indicate Title if any is used:

Name (in full)

Last: _____

First Name(s): _____

Private Address: _____

Telephone: () _____ P/Code _____
 Fax: () _____

Employer name _____

Address _____

Country _____ P/Code _____

Telephone: () _____ email _____ Fax: () _____

Preferred address for correspondence: Business Private

2. Educational Qualifications

11. Describe in full the official titles of your qualifications including the awarding institution and year of award. Attach photocopies of certificates and detail academic transcripts. Copies of certificates and transcripts must be endorsed by the applicant (i.e. applicant's signature on back of certificates).

Qualifications (in full) *	Institution **	Year

If qualification involves Majors, Honours, etc., please state clearly.** For an institution that is outside Australia, please state the country where the institution is based.

Please provide either a scanned copy of your qualifications; Or fax them with this application to 613 9578 7365 or mail

3. Current Job Description

Job title.....

How long have you been with this organisation?..... years

How long have you been in your current position?..... Years

Please briefly describe your responsibilities:

--

If you hold more than one position, please outline each

Please describe your organisation's activities:

--

Previous Experience

4. Previous Experience

Please provide a CV/resume of positions held from first to present position.

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

Declaration

I, (insert name here)
hereby declare that all 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 Institute of Chartered Professional Practitioners and/or the Marketing Association of Australia and New Zealand (MAANZ), or its representatives, to contact the persons, organisations and institutions noted in this application.

I accept the decisions for ICPP admission made by the Marketing Association of ANZ. If accepted, I agree to:

- Complete the ICPP Professional Practise course provided
- Sign the ICPP charter and abide by its terms
- Maintain a professional development program as specified by the Association

(Signature)

(Date)