



Institute members reaching out to internationally-trained marketers

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Canadian Institute of Marketing members support people who are developing careers in marketing. There are several outreach and strategic partnership opportunities for members to get involved and help build a culture of professionalism in marketing. Registered Professional Marketers are bound by a mandate of continuous professional development in their Certificate of Registration. There are many ways to accumulate the points required for renewal of the certificate. One way is to reach out and help internationally-trained marketers.

In February, I completed delivering a refresher course on Social Media to clients of ACCES Employment. The Canadian Institute of Marketing members have a lengthy relationship with ACCES through its Bridge Training Program – Sales and Marketing.



Eric Doubt with social media class

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