

New International Member Category - ICInst.M



The Canadian Institute of Marketing received its Certificate of Continuance in July, 2014. To secure the documentation from Industry Canada, the Canadian Institute of Marketing adopted the model bylaw provided by Industry Canada and updated the Institute's bylaw. Included in the update is a new membership category - International Associate.

The category, International Associate (ICInst.M) is for marketers residing in countries other than Canada who wish to be a peer-reviewed member holding a Canadian Institute of Marketing credential. They are non-voting members and cannot challenge the Institute's Certificate of Registration to be able to use the post nominal RPM (Registered Professional Marketer). Only professional members holding the designation MCInst.M can challenge the exam.

Any marketer residing in countries other than Canada may apply for the voting level Associate (ACInst.M) and Professional Member (MCInst.M) designations. There are, however, experience and academic requirements for the ICInst.M designation. These are detailed on the membership page of this Web site at <http://www.professionalmarketer.ca/Membership.aspx>.