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CODE OF PROFESSIONAL CONDUCT

L'institut **Canadian** du Marketing
The Canadian Institute
of Marketing
excellence in professional development

The governing and standards-setting body for
professional marketers in Canada

1.1 Professional Conduct

Members shall have due regard for and comply with, all the relevant laws of the country in which they are operating. At all times, members shall conduct themselves in a professional and ethical manner. Members shall not knowingly take any action that is detrimental to the Institute, its members and/or the profession. A member shall notify the Registrar of any situation the member believes may be detrimental to the Institute and its members.

1.2 Quality

Members shall practice the highest standards of honesty, accuracy, integrity and truth and shall not knowingly disseminate false or misleading information.

1.3 Use of Professional Designation

No member shall hold himself / herself out as a Registered Professional Marketer (RPM) unless he or she has been duly accredited by the Institute. This includes using the RPM Professional designation on correspondence and/or in any advertising or marketing.

1.4 Spokesperson

Unless specifically authorized to act as an "official spokesperson," no member shall make public statements or comments that may be interpreted as representing the Institute or its views.

1.5 Lifelong Learning

Members shall follow a program of continuing education and shall maintain a level of proficiency that shall meet the needs of the public.

1.6 Conflict of Interest

Members shall ensure that there is full disclosure to clients in every circumstance where their personal interests constitute a real or perceived conflict of interest.

1.7 Protection of the Public

Members shall conduct all of their professional and private affairs in a way that maintains public trust and confidence in the marketing profession.

1.8 Promoting the Profession

Through their actions and quality of professional services members shall promote a positive image of the marketing profession in Canada.

1.9 Non-Discrimination

Members shall not discriminate in the services they provide on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, religion, sex, sexual orientation, age, marital status, family status or disability as described in the Canadian Charter of Rights and Freedoms.

1.10 Advertising

Members shall only promote and seek business in a professional and ethical manner. Members shall act with integrity in advertising their services and qualifications. To this end, members shall not make extravagant claims or inaccurate statements regarding their competence, education, experience or accreditation. Members shall not guarantee specific results beyond their capacity to achieve.

1.11 Confidentiality

Members shall respect the personal and confidential relationships that may arise in business or professional activities as defined by privacy legislation, company policy and/or professional practice. Members shall not disclose or use any confidential information concerning the affairs of any client, former client, employer, former employer, employee, former employee, or subcontractor or former subcontractor.

1.12 Professional Relationships

Members shall: Deal fairly with past or present employers/clients, other marketers and members of other professions; Treat colleagues with respect, courtesy, fairness and good faith and will not intentionally damage another member's practice or professional reputation; Foster the development of the marketing profession by sharing their knowledge and experience with students and beginners.

1.13 Payment of Dues

Members shall pay dues within the time specified or establish a payment schedule with the Executive Director or will forfeit the rights and privileges associated with membership.

1.14 Enforcement

A member shall be subject to disciplinary action for any breaches of this Code of Professional Conduct. A member who has been found guilty of any criminal offence or unprofessional offence (e.g. fraud, theft, forgery or income tax evasion) will promptly notify the Registrar.

The Canadian Institute of Marketing (the Institute) is dedicated to promoting and maintaining high standards of professional skill, ability and integrity among people engaged, in marketing products and services.

This Code of Professional Conduct (Code) establishes the ethical principles and standards of professional conduct and has been designed to:

- ✓ Ensure professional accountability and quality of service
- ✓ Protect members of the public
- ✓ Promote the marketing profession, and
- ✓ Foster a spirit of solidarity and cooperation among members

As a condition of membership, all members and student members are required to adhere to this Code of Professional Conduct

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