



MAINTAINING YOUR PCM™ CERTIFICATION



The PCM™ is a symbol of professional excellence that affirms your commitment to quality in the practice of marketing. To maintain this commitment to excellence, the AMA asks you to maintain your certification through continuing professional marketing education and growth. To do this, we require you to complete 36 hours of continuing education activities every three years. These hours can be achieved through a variety of activities such as attending seminars, belonging to and serving on a marketing association committee, writing articles, and any other activities that contribute to your professional growth and to the industry as a whole.

WHEN TO RECERTIFY

Your certification is valid for three years from the date you passed the PCM examination. Any continuing education activities you are involved in after that date may count towards recertification. You will receive a reminder several months before your certification expires, but make sure to record your activities as you complete them. (see Continuing Education Log.)

EARNING CONTINUING EDUCATION HOURS

There are a variety of ways to earn continuing education hours. These include:

Taking a marketing continuing education seminar	per hour	1
Teaching a marketing continuing education seminar	per hour	2
Teaching a marketing course at a college or university	per semester	12
Starting and/or holding a leadership position in an AMA SIG (Shared Interest Group)	per year	6
Taking a university or college marketing course	per semester course/at least 3 hours of class per week	6
Publishing an article	per article	3
Editing a book	per book	6
Authoring a book	per book	18
Marketing Association Member	per year	1
Marketing Association Committee Member	per year	3
Marketing Association Committee Chair	per year	4
Marketing Association Board Member	per year	4
Marketing Association Board Chair	per year	5

If you have participated or plan to participate in a marketing related activity that you think does not fit into one of the categories listed above, please contact the American Marketing Association – Certification Department at 1-800-AMA-1150.

Earning 36 hours can be simple. Here is an example:

Year 1	Attend two half-day seminars	8 hours
	Member of the AMA	<u>1 hour</u>
	Year One Total	9 hours
Year 2	Teach half-day seminar	8 hours
	Attend full-day seminar	8 hours
	Chair local marketing association committee	4 hours
	Member of the AMA	<u>1 hour</u>
	Year Two Total	21 hours
Year 3	Attend half-day seminar	4 hours
	Publish article in local newsletter	3 hours
	Member of the AMA	<u>1 hour</u>
	Year Three Total	8 hours

THREE YEAR TOTAL - 38 HOURS COMPLETED

RECORDING YOUR HOURS

To help you keep track of your hours, a Continuing Education Log is included for you.

DOCUMENTATION REQUIRED

You will not be required to submit documentation to support your entries in the continuing education log. The AMA does reserve the right to verify any of your continuing education credits. You should therefore save copies of any supporting paperwork such as certificates of completion, copies of articles, registration receipts paperwork, etc. Required documentation is indicated by each category of continuing education in the log provided.

APPLICATION

We ask you to fill out a short application, primarily to verify your current contact information.

FEE

There is a fee to process your application and to maintain our records for the following three years:
\$75 for AMA members / **\$125** for non-AMA members.

NOTIFICATION

Once your paperwork and fees have been submitted to the AMA, your application and continuing education log will be reviewed and confirmation of your continued PCM status will be sent.



Continuing Education Log

Please use this booklet to record your continuing education activities.
Be sure to initial all pages in the space indicated.

Name: _____



CONTINUING EDUCATION LOG - 1

COLLEGE / UNIVERSITY COURSEWORK

Activity	Description	Number of hours	Documentation
Taking a university or college marketing course	per semester course/at least 3 hours of class per week	6	Copy of transcript

	Hours Claimed
Educational Institution: _____ Course Name: _____ Dates attended: _____	
Educational Institution: _____ Course Name: _____ Dates attended: _____	
Educational Institution: _____ Course Name: _____ Dates attended: _____	
Educational Institution: _____ Course Name: _____ Dates attended: _____	
Educational Institution: _____ Course Name: _____ Dates attended: _____	

Initials: _____

CONTINUING EDUCATION LOG - 2

MARKETING COMMITTEES

Activity	Description	Number of Hours	Documentation
Marketing Association Committee Member	per year	3	Appointment letter
Marketing Association Committee Chair	per year	4	Appointment letter
Marketing Association Board Member	per year	4	Appointment letter
Marketing Association Board Chair	per year	5	Appointment letter

	Hours Claimed
Committee: _____ Organization: _____ Position Held: _____ Dates served: _____	
Committee: _____ Organization: _____ Position Held: _____ Dates served: _____	
Committee: _____ Organization: _____ Position Held: _____ Dates served: _____	
Committee: _____ Organization: _____ Position Held: _____ Dates served: _____	
Committee: _____ Organization: _____ Position Held: _____ Dates served: _____	

Initials: _____

CONTINUING EDUCATION LOG - 3

PROFESSIONAL DEVELOPMENT

Activity	Description	Number of Hours	Documentation
Taking Marketing continuing education seminar	per hour	1	Certificate of completion, registration receipt
Teaching a marketing continuing education seminar	per hour	2	Program brochure, thank you letter, seminar evaluations

	Hours Claimed
Sponsor: _____ Activity: _____ Date(s): _____	
Sponsor: _____ Activity: _____ Date(s): _____	
Sponsor: _____ Activity: _____ Date(s): _____	
Sponsor: _____ Activity: _____ Date(s): _____	
Sponsor: _____ Activity: _____ Date(s): _____	

Initials: _____

CONTINUING EDUCATION LOG - 4

WRITING

Activity	Description	Number of Hours	Documentation Required
Publishing an article	per article	3	Copy of article
Editing a book	per book	6	Copy of title page with editing credit
Authoring a book	per book	18	Copy of title page with authoring credit

	Hours Claimed
Sponsor: _____ Activity: _____ Date(s): _____	
Sponsor: _____ Activity: _____ Date(s): _____	
Sponsor: _____ Activity: _____ Date(s): _____	
Sponsor: _____ Activity: _____ Date(s): _____	

Initials: _____

CONTINUING EDUCATION LOG - 5

PROFESSIONAL MARKETING ASSOCIATIONS

Activity	Description	Number of Hours	Documentation Required
Member of an association	per year	1	Membership certification

	Hours Claimed
Association: _____ Member Since month: _____ year: _____	
Association: _____ Member Since month: _____ year: _____	
Association: _____ Member Since month: _____ year: _____	
Association: _____ Member Since month: _____ year: _____	
Association: _____ Member Since month: _____ year: _____	

Initials: _____

CONTINUING EDUCATION LOG - 6

OTHER ACTIVITIES

	Hours Claimed
Activity: _____ Sponsor/Host: _____ Date Completed: _____	
Activity: _____ Sponsor/Host: _____ Date Completed: _____	
Activity: _____ Sponsor/Host: _____ Date Completed: _____	
Activity: _____ Sponsor/Host: _____ Date Completed: _____	

Initials: _____

By signing this, I declare the information provided by me is complete and true to the best of my knowledge. I understand that any misrepresentation on this document may preclude my continued status as a Professional Certified Marketer and may result in discharge from the program.

I hereby authorize the AMA and/or its agents to verify all statements contained herein. I agree to submit all requested documentation to verify all statements contained herein. I further authorize all parties to release information required to establish continuing eligibility for the PCM program. I hereby release said parties from liability for any damages that may result from either furnishing or collecting such information.

Signature: _____ Date: _____



ERROR: stackunderflow
OFFENDING COMMAND: ~

STACK: