



**The Canadian Institute of Marketing  
L'Institut Canadien du Marketing**

## **College of Fellows**

### **Terms of Reference**

#### **Minimum Eligibility Requirements**

*Underlying achievement principles for Fellow include leadership, knowledge, experience and sustained membership.*

#### Minimum Length of time as a Member of the Canadian Institute of Marketing:

10 years – uninterrupted by any period of lapsed membership. A Fellow may be elected posthumously and the designation continues after death. People nominated who have not been in the Institute for 10 years (such as a leading international figure or prominent Canadian leader, or esteemed academic personality or leader in industry) may be elected to Fellow. To be elected to Fellow, they would need 100% unanimous approval of their application by the College of Fellows and Board of Directors. All other cases would follow the 10-year requirement with a majority vote of the Board of Directors and College of Fellows.

#### Leadership:

Demonstrated leadership within the Canadian Institute of Marketing through service on the Board of Directors or as an officer; authored abstracts, articles, and reports; and lectures, speeches, workshops, that have advanced awareness of professional marketing (a combination of at least two leadership activities required).

#### Work History:

10 years leading up to nomination must be as a full member of the Canadian Institute of Marketing (professional marketer), and practicing as a full time professional marketer in a senior position.

#### Character:

Demonstrated personal and professional qualities, exemplary of a role model to fellow practitioners.

#### Annual Dues:

Fellows are exempted from paying annual membership dues, but are entitled to vote at Annual General Meetings, or on any special issues requiring votes of the membership during the course of the fiscal year.

#### Voting Protocol:

Candidates for Fellow can be nominated by any Member of CInstM, however, the voting process allows for only existing members of The College of Fellows, Past CInstM Presidents, and the current CInstM Board of Directors to vote for elevation of a full member to the College of Fellows.

Nominator: Must be a CInstM member in good standing.



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### **Submission and Nomination Requirements for Membership in the College of Fellows**

1. Demonstrate professional experience by providing a detailed outline of positions held as a professional marketer, beginning with your current involvement which includes a summary of your contributions to the marketing activities/successes of the organizations or clients with which you worked or are working. In other words, how did you help 'make a difference'?
2. Demonstrate professional capability by providing three documented examples of exceptional professional capability. Relevant examples can be based on work you conducted or led for your organization or client, voluntary public service activities, awards and citations that have recognized your work and contribution to the advancement of professional marketing, and/or demonstrated mentoring and other educational activities that have assisted younger and advancing practitioners to enhance their strategic and tactical knowledge and skills. Specifics are mandatory.
3. Demonstrate participation in the advancement of professional marketing by providing three examples of how you significantly contributed to further knowledge in marketing, or how you significantly contributed to the strengthening, leadership and advancement of CInstM and/or other organizations in the field of professional marketing recognized by the Canadian Institute of Marketing.
4. Demonstrate recognition for your work by providing three letters of recommendation from fellow practitioners and two letters of recommendation from former or current employers or clients that outline their understanding of the quality of your work, your ethical standards, and your leadership capabilities.

Successful candidates for the CInstM College of Fellows must agree to carry out tasks as requested to advance the state of professional marketing in Canada, add to its emerging body of knowledge, maintain membership in CInstM, and serve as a role model for all others in the field of professional marketing.

*(A.G. Lee, July 26, 2004)*