POST-SECONDARY INSTITUTION
CMA MEMBERSHIP

Now Available to All Staff, Faculty & Full-Time Students

The Canadian Marketing Association (CMA) is the largest marketing association in Canada with hundreds of corporate members and their subsidiaries. Fostering protection of the marketplace for marketing products and services, CMA is on the forefront of key regulatory issues that impact the marketing industry.

Student Benefits
- Take advantage of member discounts on all CMA events, seminars and thought leadership publications
- Build students’ resumes by volunteering at CMA signature conferences and targeted events
- Participate in free for member webinars and other marketing events
- Receive up-to-date news on the marketing industry
- Expand and enlighten marketing intelligence – access to whitepapers, articles, reports, and more
- Connect with industry experts and expand students’ networks with the online Member Directory
- Get fast access to marketing information and intelligence on our Members-only website
- Access numerous resources that help students in their marketing studies and allow students to network with future employers
- CMAjobbank.ca is the best career resource for student needs, designed to assist candidates seeking new opportunities in the marketing industry

Post-Secondary Institution Benefits
- Promote CMA student membership benefits to potential students during campus recruitment initiatives
- 20-50% discounts on event and educational offerings
- Attend exclusive networking functions with top marketers and influencers
- Custom Members-only sponsorship, participation and exhibition opportunities
- Participate in CMA Councils, standing committees and planning groups
- Share thought leadership across all CMA digital channels
- Access teaching resources via CMA research, whitepapers, case studies and best practices
- Gain resources using Regulatory Compliance Guides
- Get informed on timely advocacy initiatives and government publications
- Lead responsible industry self-regulation on ethics and privacy

Annual Member Dues $1,905

Check out our Web site at CMAstudents.ca for additional program details. Join today!

ADDITIONAL INFORMATION
Visit CMAstudents.ca or contact students@theCMA.ca
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CONNECT

Largest breadth, depth and satisfaction; most events, educational and social engagement
- Membership in Canada’s Leading Marketing Association
- Networking Opportunities with Top Marketers & Canadian Influencers
- Virtual Networking online via social media (i.e. LinkedIn)
- Virtual Networking online via CMA blog – Contributing
- Access to the online CMA Membership Directory
- Marketing-Jobs.ca: Career Resource Designed to Assist Candidates
- Top 5 Picks weekly email newsletter

LEARN

Largest Canadian marketing educator with 6,000 attendees joining CMA’s events and educational programming annually
- Significant Discounts on Event and Educational Offerings
- Significant Discounts on CMA Awards Gala
- Significant Discounts on Full & Half-Day Seminars
- Free Webinars for CMA Members
- Volunteer Opportunities at Events & Experiences

GROW

Latest insightful and trustworthy content; most opportunities to publish thought leadership
- Access to CMA Marketing Hub & Industry-Specific thought leadership content (e.g. B2B, Retail)
- Access to insights on CMA Website, Newsletters & Social Media
- CMA Research, Whitepapers, Articles & Guides
- Best Practices & Case Studies
- Videos & Podcasts
- MyCMA Login - access members-only content
- Post-Secondary Institution membership allows all students to access CMA member benefits

ADVOCATE

Leading advocate to government for articulating Canadian marketers’ views on public policy issues
- Code of Ethics - committed to building consumer confidence
- Regulatory Compliance Guides (CASL, AODA, PIPEDA)
- New self-regulatory actions (i.e. AdChoices)
- Newsletter items, Bulletins and speakers on major regulatory changes
- Compliance awareness & education (i.e. webinars, seminars)

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