

# Career Appraisal Route

## INSTRUCTIONS

In the event a Candidate submits an application indicating they wish to apply for a Registration via the Career Appraisal route, e.g., a candidate without a Master's Degree applies for CMarTech, a candidate without a Bachelor's Degree applies for RMarTech, or a Candidate applies for MarTech without an approved Associate-level or Vocational credential, the following guidance shall apply. The Education Equivalency Panel shall review the Candidate's application per the guidance below.

## General Guidance Notes for Career Appraisal Applicants

- The aim of the Career Appraisal route is to demonstrate the subject-specific knowledge and understanding that the applicant has achieved.
- The Career Appraisal Document should identify 3 discipline-specific examples drawn from the Candidate's career for each descriptor. The examples should be varied and should focus on what was learned or achieved.
- The Career Appraisal Document shall serve as a stand-alone document and needs to reflect the learning of the relevant syllabus (Masters, Bachelors, Vocational).
- The Career Appraisal Document needs to reflect the career of the Candidate and needs to draw on examples from the Candidate's discipline.
- The Career Appraisal Document should encompass what the individual has learned from the experience – and learning should be related back to the appropriate descriptor.
- Examples where candidates have either had to deal with projects outside their previous area of expertise or where things have gone wrong tend to provide good experiences for the Career Appraisal application.

## Evaluation Standards

### CMarTech

Experiential learning must be equivalent to the master's Level. This includes a broad understanding of specialist knowledge, career initiative, and leadership experience.

### RMarTech

Experiential learning must be equivalent to the bachelor's Level. This includes understanding of specialist knowledge and some leadership or management experience.

### MarTech

Experiential learning must be equivalent to one of the following:

- An approved National Certificate (UK), Certificate (US), National Diploma (UK), or Diploma (US)
- An approved qualification at level 6 in the Scottish Qualifications and Credit Framework
- A City & Guilds Higher Professional Diploma (UK)
- A technical certificate as part of an Advanced Apprenticeship Program
- An NVQ3 or SVQ3, which has been approved for the purpose by the IMarEST
- A work-based learning route approved by the IMarEST
- Qualifications in similar areas providing they are assessed as equivalent by SUT or MTS.

# Candidate Form

**Candidate Name** \_\_\_\_\_

Category of professional registration being sought       CMarTech     RMarTech     MarTech

Referee Declaration: The evidence described in this document is a true record of the academic competence that has been demonstrated by this candidate. Referee should be a senior specialist in your field, and ideally should hold the CMarTech or CMarSci registration.

**Referee Name** \_\_\_\_\_

I know this candidate in my capacity as his / her / their     Mentor       Sponsor       Line Manager  
 Other (please specify) \_\_\_\_\_

Signed: \_\_\_\_\_      Date \_\_\_\_\_

**With reference to your area of professional practice, please demonstrate the following (you may attach additional pages):**

1. Your areas of underpinning knowledge and how they have been developed: Include details of technical development from academic and industrial training and experience.	<b>Sponsor's Initials</b>

<p>2. How you deal with complex issues, both systematically and creatively; make sound judgments in the absence of complex data and communicate your conclusions clearly to specialist and non-specialist audiences.</p>	
<p>3. Self-direction and originality in tackling and solving problems, and the ability to act autonomously in planning and implementing tasks at a professional or equivalent level.</p>	

4. How you intend to continue to advance your knowledge and understanding, and to develop new skills to a high level.	
5. The qualities and transferable skills necessary for employment requiring: the exercise of initiative and personal responsibility; decision-making in complex and unpredictable situations, the independent learning ability required for continuing professional development	

**Please be sure both you and your sponsor have signed the declaration of evidence on the front page, and that your sponsor has initialed each section of the form. The completed form should be submitted with your application.**