2019 MaRC Recertification Policy

1. Purpose: Through its MaRC recertification criteria, Shop! Association promotes the continuing professional development of its MaRC holders through continuing education and other activities that expand their job knowledge and skills. As a result, MaRC certified professionals remain current with best practices, broaden their understanding of the industry, and continue to be recognized as competent practitioners.

2. Length: Certificants accrue a minimum of 30 Professional Development Units (PDU) during their three years of active certification.

3. Requirements: Each MaRC certificant must earn 30 approved PDUs in order to keep the credential active. Five PDUs are required in four of the five MaRC domains; 10 PDUs are demanded in the remaining MaRC domain.

4. Unit of Measurement: A Professional Development Unit (PDU) is a unit of credit equivalent to 1 hour of participation in continuing education or other professional development activities.

5. Record Keeping: Each MaRC certificant must maintain accurate records (including receipts, badges, and certificates) of their earned PDUs for all continuing professional development activities completed throughout their certification period. Certificants may use the “MaRC Recertification PDU Submittal” form on the Shop! website (accessible from www.shopassociation.org/marc) to submit their PDUs throughout the certification period.

6. Recertification application and PDU Review: MaRC holders must apply for recertification prior to the end of their three-year MaRC certification period. The steps in applying for recertification shall include:
   - Register for MaRC recertification on the Shop! website and submit payment of the recertification fee. The recertification fee is non-refundable.
   - Submit documentation of PDUs used to satisfy the MaRC recertification requirement.

7. Acceptable Professional Development Activities: The approved activity list will be reviewed and amended as need arises. Certificants have the right to request approval of non-listed activity. Note, all activities must be job related (i.e., retail, design, research, manufacturing, or technology focused).
Continuing Education (Seminars/webinars, workshops, courses, events)

In general, 1 PDU may be claimed for each documented contact hour of instructional time, either in-person or via online/distance learning. The MaRC domain is dependent on the activity’s content.

- Seminars/webinars, workshops, courses delivered by Shop! and other organizations:
  1 PDU may be claimed for each documented contact hour of participation. The course certificate of completion must indicate the length of the course in hours. Example: a one-hour “Consumer Insights” webinar or e-Learning course is equivalent to 1 PDU in the MaRC Domain of Research.

- Credit-hour courses delivered by accredited colleges/universities:
  5 PDUs may be claimed for each relevant credit hour of coursework. Example: A semester-long, two-credit course in Typography is equivalent to 10 PDUs in the MaRC Domain of Design.

- Conferences and events:
  - Shop!X Annual meeting: 10 PDUs total, whereby 2 PDUs will be applied to each MaRC domain
  - Shop!talk: 2 PDUs per event
  - Shop! West Coast POP show or a Women’s League presentation: 1 PDU per event
  - For non-Shop! events, the event agenda must be submitted with proof of attendance.
  - PDUs may NOT be claimed for networking activities.

Other Professional Development activities

- Participate in Shop! Awards programs as a Judge: 2 PDUs per year applied towards the MaRC “Evaluate” domain.
- Participate as a Board member, council member, or task force member for Shop! or other professional organizations or academia: 3 PDUs per year, MaRC Domain dependent on focus
- Present a webinar/workshop/course either in-person or online: 1 PDU per event, MaRC Domain dependent on content
- Publish a paper in an academic journal (JSR, AMA, HBR, etc.): 2 PDUs per article, MaRC Domain dependent on content
- Certificants have the right to request approval of non-listed activities. Note: all activities must be job-related (i.e., retail, design, research, manufacturing, or technology focused.

8. The Shop! Education Council maintains the right to revise the MaRC Recertification Policy at any time.

Note: In July 2017, MaRC holders were grandfathered into the current MaRC certification program and placed on a three-year certification cycle with an expiration date of July 1, 2020.