



Institute of
Marketing Management
South Africa
Established in 1948

[WEBSITE](#)

[OUR HISTORY](#)

[ASSOCIATESHIP](#)

MARCH 2023

The IMM Quarterly.

KEEPING YOU RELEVANT, CONNECTED AND INFORMED



Welcome to our new Corporate Associates



Edelman Africa is a leading Pan-African communications consultancy that partners with businesses and organisations to evolve, promote and protect their brands and reputations. With more than 25 years of experience on the continent, Edelman has supported local organisations and multi-nationals with communications strategy and execution, delivering results in more than 30 countries across Africa.



BusinessPrint is a state-of-the-art printing company in Pretoria founded on honest hard work, excellence and love for print. Situated in Silverton Pretoria, they specialize in the printing and finishing of packaging products and commercial materials.



More than 2 500 departments and 25 000 procurement professionals depend on SmartProcurement as the go-to source for the latest news and information, networking and knowledge-sharing opportunities, and education to improve and advance procurement practices.

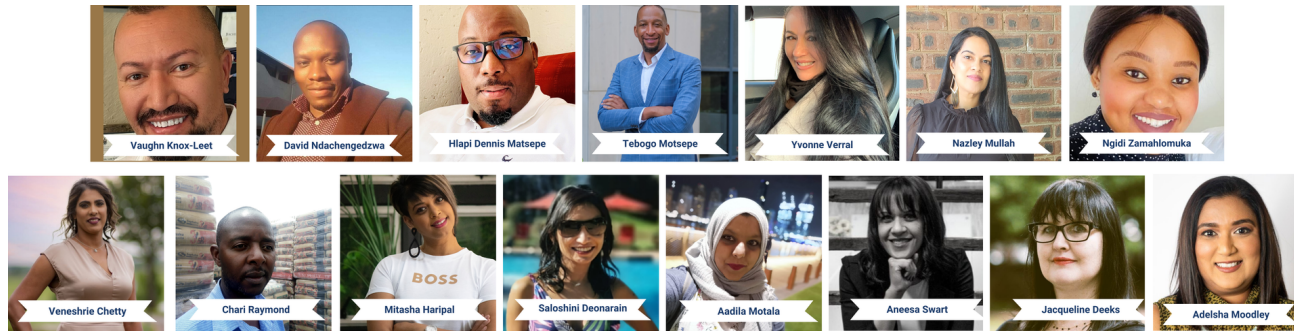


DC Lab is a niche, 100% remote, digital and direct marketing consultancy that acts as an in-house specialist partner to organisations of any size and location, offering: 1) Adhoc or ongoing outsourced digital and/or direct marketing services, and 2) Bespoke in-house process and skills development.

Join our growing network of professional marketers.



Welcome to our new Individual Associates.



As an Individual you may gain life-time Platinum Associateship to the Institute of Marketing Management if you submit a CV and Certificates displaying that you meet the following criteria:

Qualification

You hold a marketing or business qualification that can be authenticated by an institutional authority

Experience

You have 10 years working experience in a marketing or related industry

Position

You hold a senior position within your organisation

[Apply online here](#)

Should you not meet the above criteria, you could gain Associateship with the IMM by participating in our Professional Development initiative, completing Activities to move through three Levels: Bronze, Silver and Gold, at which level you will receive life-time Associateship with the Institute.

Activities are selected from an array of options to appeal to individuals at different stages of their careers. By completing these activities, you will develop skills to perform optimally in the work environment. You will have the foundation for developing sound interpersonal skills and fostering a sound work ethic. Activities include both personal development courses and online short courses for practical skills development.

Have you visited the new IMM online short course platform?

Sign up as an Associate and receive 50% off your first course

[All Courses](#) [IMM Fridays](#) [Sign In](#)

Online Short Courses

Designed by industry experts

Course Categories

Select the type of course you are looking for

PROFESSIONAL SKILLS CERTIFICATE COURSES

SHORT COURSES

EXPRESS COURSES

[Find out more](#)

The Chartered Marketer (Africa) is the Continent's highest professional marketing qualification

The CM(A) is a designation awarded by the African Marketing Confederation (AMC) to the top marketing professionals on the continent. It is the first Pan-African professional marketing qualification awarded to senior marketers in recognition of their marketing experiences and skills. The programme is unique, the application process is rigorous and of the highest quality, peer reviewed and culminates in the submission of a White Paper or Case Study at the highest level. The CM(A) designation is awarded to an individual in recognition of that individual's professional status as one of Africa's distinguished marketing practitioners. It validates a commitment to best marketing practices, continued self-development and a dedication to excellence in practical and/or academic marketing applications in Africa.

CLOSING DATE FOR APPLICATIONS:
31 MARCH 2023

[Request more info here](#)



This online initiative aims to match Individual Associates of the Institute and students of the IMM Graduate School with employers (Corporate Associates) who have vacancies in their organisations.

As the IMM Graduate School offers qualifications in marketing, supply chain and business, the IMM Job Market is directed towards vacant positions, internships and graduate programmes offered by organisations in these fields.

[Find out more](#)

[Register as an employer](#)

[Register as a Candidate](#)

Upcoming Events

Booking is essential



presents...

IMM FRIDAY FLASH TALK

With Andru Goven Whittle and Marketing Enthusiast Tiarah Mofe

Jon Savage

The Rise of Podcasts

The comeback kid in marketing's rock 'n' roll band?

31 March 2023

9h30 on IMM Social pages

IMM FRIDAY BREAKFAST TALK

Where like-minded marketers meet for topical discussions

31 March 2023
JOHANNESBURG

7h00 - 9h00

Breakfast discussion sessions take place on the 1st Friday of each month:

These will be by personal invitation, where we will thrash out the topics discussed by the panel in the IMM Friday Flash Talks with like-minded marketers over a scrumptious breakfast.

PROFESSIONAL DEVELOPMENT

POWERTALKS

#IMMGRADUATESCHOOL #INDUSTRYCONNECTEDNESS

Mark Joseph
Growth leader at Mindful Revolution

Focus on a healthier reality

25 March, 2023 | 9H30 for 10H00 until 11H00

LIVE EVENT - STELLENBOSCH

Floor 2, Bosmans Business Centre,
1 Distillery Street, Bosman's Crossing

FREE ATTENDANCE- BOOKING IS ESSENTIAL

[www.imm.ac.za](#)

PROFESSIONAL DEVELOPMENT

POWERTALKS

#IMMGRADUATESCHOOL #INDUSTRYCONNECTEDNESS

Tiffany Markman
HR and business strategy copywriter, trainer and speaker

Generating Creative Ideas - for Non-Creatives

25 March, 2023 | 9H30 for 10H00 until 11H00

LIVE EVENT - JOHANNESBURG

No. 2, 3rd Avenue, Parktown

FREE ATTENDANCE- BOOKING IS ESSENTIAL

[www.imm.ac.za](#)

[View our full event calendar here](#)



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About Us

The IMM is a proud founding member of the African Marketing Confederation (AMC)

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