

MAY 2022

The IMM Quarterly.

KEEPING YOU RELEVANT, CONNECTED AND INFORMED

Associate Benefits



Your window to marketing in Africa.

The Institute of Marketing Management South Africa (IMM) has for decades been the pre-eminent marketing institute in Southern Africa. The IMM is being reinigorated and relaunched to offer a wide range of value-added products and services for marketing professionals who are Associates in either an individual or corporate capacity.

Read more

THE INSTITUTE OF MARKETING MANAGEMENT IS CALLING FOR PROFESSIONAL ASSOCIATES.

An Individual may gain life-time Platinum Associateship to the Institute of Marketing Management if they submit a CV and Certificates displaying that they 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 here

IMM FRIDAYS presents

DARK MARKETING.

PRESENTER: Matthew van der Valk

27 May 2022 - in person at our new venue in Parktown

FREE entrance

Registration from 7:30

Presentation at 08:00 followed by Q&A discussion

Networking from 09:00-10:00

BOOK YOUR PLACE AT THIS RED CARPET NETWORKING EVENT NOW

Book my place

THE INSTITUTE OF MARKETING MANAGEMENT IS RUNNING THE FOLLOWING

FACE-TO-FACE WORKSHOPS

2-Day Workshops - R5 900 per delegate
(Ask about Associate discounts)



The World of Marketing

20 and 21 June



Project Management Fundamentals

5 and 6 July



Marketing Mix Strategy

26 and 27 July



The Art of Selling

2 and 3 August



Social Media Marketing

16 and 17 August



Building Online Customer Relationships

30 and 31 August

BOOK NOW

Half-Day Workshops - R1 450 per delegate
(Ask about Associate discounts)



Basic Principles of Marketing

20 June Morning



The Marketing Environment and Competitors

20 June Afternoon



Consumer Behaviour, Research and Marketing Decision-Making

21 June Morning



Segmentation, Targeting and Positioning

21 June Afternoon



Introduction to Project Management

5 July Morning



The Project Lifecycle

5 July Afternoon



Project Design and Planning

6 July Morning



Monitoring, Reporting and Evaluating Projects

6 July Afternoon



Product and Distribution Management

26 July Morning



Marketing Communication Strategy and Media Planning

26 July Afternoon



Pricing, People, Process and Physical Evidence

27 July Morning



Marketing Planning Process

27 July Afternoon



Introduction to Personal Selling

2 August Morning



Communication in Personal Selling

2 August Afternoon



Influencing the Customer Buying Process with Personal Selling

3 August Morning



Sales Knowledge and Personal Selling

3 August Afternoon



Introduction to Social Media Marketing

16 August Morning



Planning, Measuring and Integrating Social Media Campaigns

16 August Afternoon



Social Media Page Set-up and Copywriting

17 August Morning



Building Customer Loyalty, Planning and Creating Social Content

17 August Afternoon



Relationship Marketing and Customer Experience

30 August Morning



Delivering the Digital Customer Experience

30 August Afternoon



Digital Campaign Planning and Marketing Communication

31 August Morning



Evaluation and Improvement of Digital Channel Performance

31 August Afternoon

BOOK NOW



AMC Virtual Masterclass

31 May 2022

09h00 - 15h00 (CAT)

Learn more

The African Marketing Confederation (AMC) is pleased to extend an invitation to members of the Institute of Marketing Management South Africa (IMM) to attend **the Perfect Blueprint for Digital and Strategic Marketing.**

Book your place

IMM ONLINE SHORT COURSES

Coming Soon.

We are in the process of redesigning and updating all our online short courses. Watch this space for all your Marketing skills development and training needs.



PASSIONATE ABOUT EDUCATION FOR WOMEN.

The IMM is a Proud Sponsor of Nande Hadebe

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