

SEPTEMBER 2022

## The IMM Quarterly.

KEEPING YOU RELEVANT, CONNECTED AND INFORMED

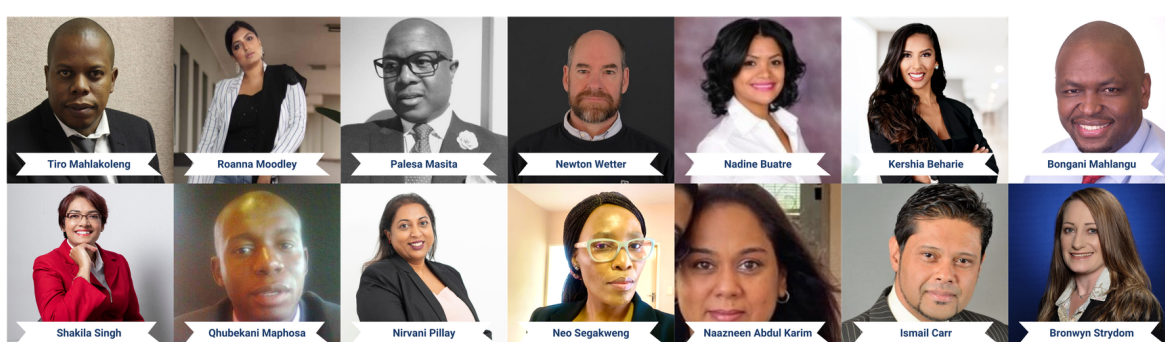
It's been fantastic to reopen our in person IMM Fridays events at our new Parktown venue, where we have had some incredibly thought-provoking talks by industry experts.

We look forward to welcoming you at our forthcoming events and as an Associate on the IMM.



## Join our growing network of professional marketers.

The Institute of Marketing Management South Africa welcomes all our new individual 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 HIGHLIGHTS

In case you missed it, we've included the links



### Dark Marketing

During this glow-in-the-dark event, Matthew van der Valk (Executive Creative Director of VMLY&R SA) shed some light on Dark Marketing. He referred to it as 'beyond-the-line marketing', which he noted is simply a way to say: if you can't find a way to meet an objective, invent a way. Hosted by the President of the African Marketing Confederation, Helen McIntee, the event was a memorable relaunch of live IMM Fridays and the Institute of Marketing Management SA.

[Watch it here](#)



### Is it time to declutter the under 16 advertising space

Andrea Kraushaar, Research & Insights Director at Youth Dynamix, led the audience through various research findings on our youth and how they perceive brands and advertising. She noted that although marketing in itself can be harmful if it is unethical (unsafe, insensitive, promotes negative messages, exploits children etc.) and only aims to entertain and entice, it CAN with ethical, educational marketing material, give children a free tool to help them grow and develop. Not only are businesses then not stealing children's youth, but they are actually fostering healthy child development. A panel of U16 learners from surrounding schools shared their perspectives, and answered questions from the crowd prior to a 'kids party' during networking time.

[Watch it here](#)



### TikTok, who's there?

Eyes were opened on the world of TikTok, following an insightful and entertaining presentation by Pieter Groenewald, CEO of Nfinity Influencer Division. Pieter highlighted why companies should consider TikTok and how to use it as part of their marketing efforts. He shared some statistics around the platform, how to go about utilizing the platform, some practical case studies and common pitfalls to avoid. The event was hosted by the gorgeous Nande Hadebe, an IMM Graduate School Alumni and Mrs SA 2022 Finalist.

[Watch it here](#)

## WANT TO BE PART OF FUTURE IMM FRIDAY EVENTS?

[FOLLOW US ON FACEBOOK AND LINKEDIN](#)

## NEW IMM ONLINE SHORT COURSE PLATFORM LAUNCHING SOON!

(Large discounts for Associates)



A critical skills shortage in digital marketing has led to the development of our flagship 10-month skills certificate in Applied Digital Marketing

This online course provides students with a toolkit of skills aligned to industry requirements. On successful completion, students are armed with a hands-on, skills-based portfolio to showcase their 'experience' to the industry, improving chances of employment or promotion.

While this course has been designed to specific industry requirements for minimum entry as a junior digital marketer, it's also ideal for those already in the industry wanting to broaden their knowledge, future-proof their careers and manage digital marketing resources.

[Find out more](#)



### The Astute Marketer: Reshaping the future of Business in Africa

19-22 October 2022

Elephant Hills Hotel

Victoria Falls, Zimbabwe

[Learn more](#)



### For Alumni

We invite all our alumni entrepreneurs that have leveraged their education to pioneer a start-up business in the Marketing or Supply Chain Industry. Come and inspire our students with your story and network with businesses in these sectors

### For Businesses

We invite your company to set up a free stand at one of our participating campuses where you can display your brand and meet and network with a group of qualified individuals that are pursuing careers in these sectors. This is an excellent opportunity to attract top talent to your business

We will provide you with a table and chairs for the morning at no cost. Refreshments will be provided.

### Venue

Choose between:  
Stellenbosch Student Support Centre, Floor 2, Bosmans Business Centre, 1 Distillery Street, Bosman's Crossing, Stellenbosch  
Or  
Parktown Campus, Nr.2, 3rd Road, Parktown, Johannesburg.

If you are interested, please contact Irene Gregory at 011 628 2000 or email [ireneg@immsgsm.ac.za](mailto:ireneg@immsgsm.ac.za).

## IMM JOB MARKET

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](#)