

CIMG
WORKING FOR GHANA

GRADUATION CEREMONY

Saturday, February 17, 2024

British Council

10:00am

5 CEMENT GRADES, UNIQUE PURPOSES



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PROGRAMME

OUTLINE

9:30AM – 10:00AM

Arrival of Guests

10:00AM

Opening Prayer

Introduction of Special Guests and Dignitaries

Welcome Address and Purpose of Gathering by the National President

Statement from the Sector Minister

Brief Statement on PMQ by Consulting Director of Education

Presentation of CIMG PMQ Graduands

Presentation of Best Performing Awards

Oath Of Graduation

Closing, Refreshment & Departure



CONGRATULATORY MESSAGE TO GRADUANDS

On behalf of the Governing Council, it is both an honour and a pleasure to extend heartfelt congratulations to the extraordinary individuals graduating today. This momentous occasion marks a significant milestone in your journey, and it is with great pride that we celebrate your achievements.

As National President of CIMG, I commend each and every one of you for your hard work and commitment to excellence. The pursuit of knowledge is a noble endeavour, and your successful completion of this chapter is a testament to your resilience, intelligence, and the support of those around you.

You not only carry the torch of professional skill development but also the ethics and values of the profession. Our organisation has a rich history of fostering collaboration, innovation, and leadership, and we are confident that you will embody these principles as you embark on the next phase of your journey.

As you stand on the threshold of new opportunities and challenges, remember that your education is a powerful tool that equips you to make a positive impact in your chosen field

and in society. CIMG takes pride in its graduands, and we are certain that you will contribute meaningfully to your prospective and respective industries.

To the families, friends, and mentors who have supported our graduands along this arduous but rewarding journey, we extend our deepest appreciation. Your encouragement and guidance have played an integral role in the success of these accomplished individuals.

As you enter the world beyond academia, embrace the possibilities that lie ahead with enthusiasm and a thirst for continuous learning. CIMG stands as a beacon of support for you, and we eagerly anticipate witnessing the remarkable accomplishments that will undoubtedly characterise your futures.

Once again, congratulations to all graduands. May your aspirations be boundless, your endeavours fruitful, and your impact everlasting.

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PROFILE OF SPECIAL GUEST



**HON. DR. YAW
OSEI ADUTWUM**

Hon. Dr. Yaw Osei Adutwum (MP) is currently the Minister for Education of the Republic of Ghana and the Chairman of the Ghana Commission for UNESCO. He is the Member of Parliament (MP) for the Bosomtwe Constituency in the Ashanti Region of Ghana. He was the CEO and Founder of New Designs Educational Group, California, USA. He has decades of experience in educational policy, planning, and administration. He is a philanthropist extraordinaire! Within a period of two years, he has single-handedly sponsored 97 students from the Bosomtwe Constituency to pursue programmes in Engineering and Medicine at universities across the country. He has committed to the people of Bosomtwe to send many more eligible constituents to the university to train as Engineers and Medical Doctors.

He was born on 9th April 1964 in Kumasi and hails from Jachie, in the Ashanti Region of Ghana. He obtained his bachelor's certificate from the Kwame Nkrumah University of Science and Technology (KNUST) in 1990 and a postgraduate Diploma in Teaching (Teaching Credentials) from Chapman University, City of Orange, California, the USA, in 1999. He obtained his Master of Education in Educational Management and Administrative Services Credential from the University of La Verne, California, the USA, in 1997. He was awarded a Doctor of Philosophy Degree in Educational Policy and Administration from the University of Southern California (USC), Los Angeles, the USA, in June 2008.

He has participated in several UNESCO conferences and workshops as a Resource Person. He is a member of several professional bodies, recent of these is the Association for Supervision and Curriculum Development (ASCD), USA. He is a member of the Advisory Board of the Capacity Building Center (CBC) in the School of Education and Information Studies at the University of California, Los Angeles (UCLA). The Hon. Minister is also a member of a High-level UN Advisory Group for Mission 4.7, a new global initiative to put into practice the vision articulated by the Sustainable Development Goals (SDGs) on education. Until his appointment as the Minister for Education, he was the Deputy Minister for Education in charge of General Education.

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THE CHARTERED INSTITUTE OF MARKETING, GHANA

HISTORY OF CIMG

The Chartered Institute of Marketing, Ghana (CIMG) was founded in July 1981 with the vision to be the voice of marketing practice in Ghana under the Professional Bodies Registration Act 1973 (NRCD143). In 2020, the CIMG received a Presidential Charter by the passage of the CIMG Act 2020 (Act 1021) with the main objects to set standards for the practice of marketing and to regulate the practice of the marketing profession in the country.

The Chartered Institute of Marketing, Ghana, Act 2020 (Act 1021) grants the institute the mandate to regulate the standards in marketing practice and the training of marketing professionals in Ghana.

In 2023, the CIMG Regulations (L.I. 2479) was passed by the Parliament of Ghana and entered into force to guide the operationalisation of the Chartered Institute of Marketing, Ghana, Act 2020 (Act 1021).

ABOUT CIMG

The Chartered Institute of Marketing, Ghana (CIMG) is a Marketing Professional body established in 1981 with the aim to lead in the development of world-class marketing professionals and practitioners for the effective practice of the profession in Ghana.

It is also, the aim of the institute to promote the interest of both individual and corporate members through various interventions; the provision of marketing professional advice and services to corporate bodies and the promotion of marketing excellence through the institution of the CIMG Annual National Marketing Performance Awards.

Marketing is fundamental to the success of any business and the Chartered Institute of Marketing, Ghana, plays a major role in promoting the marketing profession, encouraging organisations to strive towards maintaining international standards in their marketing practice.

Core Values

The core values of the Institute are



Creativity



Leadership



Integrity



Professionalism



Vision

Our vision is to be the voice of marketing practice in Ghana.



Mission

To be a Leading Professional body focused on developing world-class marketing practitioners through global standards, ethics and leveraging technology to build an aspirational brand for effective marketing practice in Ghana.

OBJECTS OF THE INSTITUTE

The objects of the Institute are to:

- a. Set standards for the practice of marketing, and
- b. Regulate the practice of the marketing profession in the country.

FUNCTIONS OF THE INSTITUTE

To achieve the objects above, the Institute shall;

- a. Provide training and conduct examinations in accordance with international best practice to improve the skills and competencies of all those working in and aspiring to work in marketing
- b. set the agenda for the practice of marketing in the country
- c. promote the role and value of marketing as a critical tool for business development
- d. support Government in the development of policy and regulation of marketing activities
- e. advocate responsible and ethical marketing practice for marketers and businesses in general
- f. conduct innovative marketing research
- g. conduct and provide for the conduct of qualifying examinations for membership
- h. award professional certificates
- i. develop best practice and thought leadership programmes
- j. promote marketing as a leading career path and employment choice for future generations; and
- k. perform any other function that is ancillary to the objects of the Institute

Training & Development

Provide world-class training and conduct examinations to develop the skills and competencies of members and the general public.

Marketing Process

Champion the role and value of marketing as a critical tool for business development.

Government Policies

Influence Government policy and regulation on marketing and business.

Ethical Marketing

Advocate responsible and ethical marketing practice for marketing and businesses.

Promote Research

Promote the conduct of innovative marketing research, best practice and thought leadership in the marketing profession.

Creating Career Paths

Promote marketing as a leading career path and employment choice for future generation.

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MEMBERSHIP

The membership of the Institute consists of the following:

- i. a Fellow;
- ii. a Full Member;
- iii. an Associate Member;
- iv. an Emerging Associate Member;
- v. a Graduate Member;
- vi. a Student Member;
- vii. an Honorary Member; and
- viii. a Corporate Member

QUALIFICATION FOR ENROLMENT AS A FELLOW

(1) A person with at least one of the following qualifications is qualified to be enrolled as a Fellow:

- i. a Fellow of a recognised marketing professional body approved by the Institute;
- ii. a Full Member with at least fifteen years contribution to marketing practice or education, and who has a highly proven record of expertise, experience and success within a senior management position in Ghana or elsewhere;
- iii. A full member who has served on the Council for more than six years; or
- iv. a past President of the Institute;

(2) The decision for conferring the status of a Fellow is vested in the Council.

(3) A person who qualifies under subsection (1) and is conferred with the status of Fellow by the Council may use the title "FCIMG".

QUALIFICATION FOR ENROLMENT AS A FULL MEMBER

(1) A person with at least one of the following qualifications is qualified to be enrolled as a Full Member:

- i. A Full Member of a recognised marketing professional body approved by the Institute; or
- ii. a degree in a marketing related subject, with a minimum of ten years practical experience within a recognised area of marketing practice or marketing education and holds an appointment equivalent to a Marketing Director.

(2) A person who qualifies under subsection (1) and is conferred with the status of Full Member by the Council may use the title "MCIMG".

QUALIFICATION FOR ENROLMENT AS AN ASSOCIATE MEMBER

(1) A person with any one of the following qualifications is qualified to be enrolled as an Associate Member:

- i. an Associate Member of a recognised marketing professional body approved by the Institute;
- ii. a degree in a marketing related subject with a minimum of three years experience in a recognised area of marketing;
- iii. a certificate of participation in Chartered Institute of Marketing Postgraduate Diploma in Marketing; or
- iv. a degree in a non-marketing related subject, with a minimum of ten years practical experience within a recognised area of marketing practice or marketing education and holds an appointment equivalent to a Marketing Director.

(2) A person who qualifies under subsection (1) and is conferred with the status of Associate Member by the Council may use the title "ACIMG".

QUALIFICATION FOR ENROLMENT AS AN EMERGING ASSOCIATE MEMBER

1. A person with a degree in an academic discipline other than a marketing related subject and at least five years experience in a recognised area of marketing is qualified to be enrolled as an Emerging Associate Member.
2. A person who qualifies under subsection (1) and is conferred with the status of Emerging Associate Member by the Council may use the title "eACIMG".

QUALIFICATION FOR ENROLMENT AS A GRADUATE MEMBER

- (1) A person with any one of the following qualifications is qualified to be enrolled as a Graduate Member:
- i. a university degree in a business-related subject with marketing specialisation; or
 - ii. a Higher National Diploma Marketing with no practical experience.
- (2) A person who qualifies under subsection (1) and is conferred with the status of Graduate Member by the Council may use the title "GCIMG".

QUALIFICATION FOR ENROLMENT AS A STUDENT MEMBER

A person in a recognised marketing professional institution or any other tertiary institution pursuing a marketing qualification is qualified to be enrolled as a Student Member.

QUALIFICATION FOR ENROLMENT AS AN HONORARY MEMBER

- (1) An Honorary Member shall be conferred on a non-member of the Institute
- i. who has more than fifteen years experience in marketing and is in a senior management position; or
 - ii. who has won the award for the Marketing Man or Marketing Woman of the Year.

- (2) A person who qualifies under subsection (1) and is conferred with the status of Honorary Member by the Council may use the title "HCIMG".

QUALIFICATION FOR ENROLMENT AS A CORPORATE MEMBER

A body corporate is qualified to be enrolled as a Corporate Member if that body corporate is a marketing-oriented institution recognised by the Institute.

RESTRICTION ON THE USE OF THE TITLE "CHARTERED MARKETER"

A person who is not a Full Member or a Fellow of the Institute with a minimum of two years continuous professional development in the relevant areas of marketing practice approved by the Council shall not accept or use the title "Chartered Marketer".

MEMBERSHIP GRADES

Membership grades are conferred according to academic/professional qualifications, job function, level of seniority and practical experience.

Currently, the Institute has a total membership of over 600 active members with majority of fellows and members holding very high academic and professional qualifications ranging from first degrees to doctorates.

Many members also have long-standing experience in marketing practice and have the capacity to undertake any marketing duty.

GOVERNING BODIES

The governing bodies that help in running the Institute are:

1. The Board of Patrons (Honorary)
2. Governing Council

The Institute has a secretariat manned by a Registrar and Chief Executive Officer who administers the day-to-day affairs of the Institute under the direction of the Governing Council.

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CIMG'S PROFESSIONAL MARKETING QUALIFICATIONS




The Chartered Institute of Marketing, Ghana (CIMG) witnessed the passage of the Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021) by the Parliament of Ghana and, subsequently, assented to, by the President of the Republic. The Act establishes CIMG as a regulatory body with the dual objective to set standards for the practice of Marketing and regulate the practice of the Marketing profession in Ghana.

By this Act, CIMG is thus mandated under section 3 of the Act to, among others, provide training and conduct examinations in accordance with international best practices to improve the skills and competencies of all those working in and aspiring to work in marketing, conduct and provide for the conduct of qualifying examinations for members, award professional Marketing Certificates; conduct innovative marketing research, advocate responsible and ethical marketing practice for marketers and businesses in general, and develop best practices and thought leadership programmes to promote the interests of consumers and society.

To this end, the official launch of the CIMG Professional Marketing Qualifications was held on April 29, 2021, with the first set of students to commence tuition in July and examinations slated for December of 2021. Following the launch, the CIMG has been engaging the various universities and other centres of higher learning to serve as Accredited Study Centres (ASCs). These universities are being supported to deliver tuition and guidance to all persons, students and the working population, desirous of acquiring the CIMG professional marketing qualification (ProM) and, ultimately, becoming Chartered Marketers.

Since the maiden Professional Marketing Qualifications examinations in December 2021, the number along with performance rate of candidates have increased steadily with each examinations diet. The current pass rate of candidates stands at a remarkable 92%.

The CIMG Pathways, is being run by the Accredited Study Centres recognised by the Institute, to serve the Ghanaian market, with the Ghana School of Marketing (GSM) and University of Professional Studies, Accra (UPSA) among the various study centres providing tuition across the country.



Presently, the Institute provides training for individuals who wish to study for its newly launched CIMG Qualifications for a dual professional marketing qualification. Programme pathways being run by the CIMG include the following:

- CIMG Programme Pathway 1: Professional Certificate in Marketing
- CIMG Programme Pathway 2: Professional Advanced Certificate in Marketing
- CIMG Programme Pathway 3: Professional Diploma in Marketing
- CIMG Programme Pathway 4: Professional Advanced Diploma in Marketing/ Professional Bachelor's Degree in Applied Marketing
- CIMG Programme Pathway 5: Professional Postgraduate Diploma in Marketing
- CIMG Programme Pathway 6: Professional Marketer – CIMG USP
- CIMG Programme Pathway 7: Professional Master's Degree in Applied Marketing

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CHARTER STATUS AND EMPLOYMENT-DRIVEN CIMG QUALIFICATIONS

CIMG offers dual qualifications that are both academic and professional in nature.

The Master's degree is academic while the Chartered Marketer is the property of the Chartered Institute of Marketing, Ghana which is aimed at ensuring a high degree of professionalism and proper self-regulation. The CIMG will reserve the right to withdraw the privileged status at its discretion though subject to its internal rules and regulations. The syllabus therefore responds to the following emerging issues or challenges in curriculum design:

- i. Business Ethics
- ii. Digitalization of businesses, processes, and the emerging institutional development such as independent institutions like FinTechs.
- iii. Development of marketing insights using machine learning and big data.
- iv. Removal of the perception that marketers do not have a good appreciation of business finance and accounting.
- v. Why the CIMG qualification should be taken as a professional qualification and not like any other qualification.
- vi. What distinction CIMG designation gives its holders.
- vii. Future room for change and qualification development

LIST OF GRADUANDS



NO.	NAME	PLACE OF WORK	POSITION
PATHWAY 3			
1	BENEDICTA NYAME	UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION	ASSISTANT REGISTRAR
2	THERESA AYEYU	FORESTRY COMMISSION	NATIONAL SERVICE
3	AKOSUA DEI	CARAT GHANA	ACCOUNT MANAGER
4	MILLICENT ASOMANIWAA	MTN GHANA	MARKETING COORDINATOR
5	JOSELYN AWURADWOA ANDOH	AFRICA WORLD AIRLINES LIMITED	BRAND & MARKETING MANAGER
6	GIDEON TEKPOR YAW LECKSON-LECKEY	ECOBANK GHANA PLC	CX DESIGN & INSIGHT STRATEGY MANAGER
7	KWAME OBEN NUAMAH	TXT GHANA	BUSINESS DEVELOPMENT MANAGER
8	CHARLES KOBINA ABAKA-WILSON	ACTIVA INTERNATIONAL INSURANCE COMPANY	RETAIL SUPERVISOR
9	PETRA OPPONG	UNION MANAGEMENT SERVICES	CUSTOMER SERVICE OFFICER (ASSISTANT SUPERVISOR)
10	EMEFA NUTOR	ACCU-COMPUTERS	BUSINESS DEVELOPMENT MANAGER
11	PENELOPE PEARL GHARTEY	DEEVA TRAVEL CONSULTANCY	SOCIAL MEDIA MANAGER
12	JANET COBBINAH	BOHA ENGINEERING	ADMINISTRATIVE ASSISTANT
13	DANIEL ATTA-MENSAH	INNOVATE SOLUTIONS LIMITED	BUSINESS DEVELOPMENT & OPERATIONS MANAGER
14	WINNIFRED BAABA PHAKADE EVENYO DZEKOTO	HTX CONSTRUCTION LIMITED	DIRECTOR OF OPERATIONS
15	VALERIA DELALI AVORKLAYI	POLYTANKS GHANA LIMITED	SALES EXECUTIVE
16	FELIX NUAMAH TAKYI	KOFIKROM PHARMACY LIMITED	TERRITORY MANAGER
17	ISAAC GUMAH AKOLGO	UNIVERSITY OF BUSINESS AND INTEGRATED DEVELOPMENT STUDIES (SDD UBIDS)	LECTURER
18	NANA AGYEMANG ANSONG	COCOA PROCESSING COMPANY	SALES & MARKETING MANAGER
19	MARY KORANKYE	CONIBITE BAKERY SERVICES	CHIEF EXECUTIVE OFFICER
20	SAMUEL TABIRI	OLDMUTUAL GHANA LIFE ASSURANCE COMPANY LIMITED	FINANCIAL ADVISOR
21	LAWAL HABIB	CENTER POINT LIMITED	TECHNICAL SALES EXECUTIVE
22	ALBERT ADJEKUM ESSUMAN	UNIVERSITY OF GHANA	RECRUITMENT OFFICER

NO.	NAME	PLACE OF WORK	POSITION
23	SUZY ANSAH	TOYOTA GHANA COMPANY LIMITED	PR EXECUTIVE
24	BRIGHT KYEI WIREDU	PLEXA CITY LIMITED	CHIEF EXECUTIVE OFFICER
25	SAMUEL OWUSU ADJEI	PANACEA PHARMA LIMITED	GENERAL MANAGER
26	MICHAEL AYI	FIDELITY JUVENILE BASIC SCHOOL	HEADTEACHER
27	DAVID NYASEPE	SYNLAB GHANA LIMITED	COMMERCIAL MANAGER
28	DAVID MAWUNYA	FABRIMETAL GHANA LIMITED	MARKETING MANAGER
29	PRISCILLA DANDZO	SHALINA HEALTHCARE GHANA LIMITED	MARKETING EXECUTIVE (ATL/BTL LEAD)
30	EMMANUEL FORSON	HARMONIA INSURANCE BROKERS	CLIENT RELATIONSHIP MANEGER
31	PHILOMINA CUDJOE	BEAUTY HOUSE LIMITED	SALESPERSON
32	EUNICE AMPOFO	ESET	CHANNEL MANAGER
33	SAMUEL NHYIRA OPOKU	ASSEMBLIES OF GOD	PASTOR
34	ALBERTA AYAA SEFA-BOAMPONG	AUTOMATION GHANA GROUP	SALES CONSULTANT
35	LOVELAND SAGOE	K.LAAST	ADMINISTRATOR
36	JOYCE NENEYA KALU	KWADWOAN PUBLISHING	SALES EXECUTIVE
37	PORTIA ELINAM AGBADZE	AQUA SALVEO FOR LIFE	MARKETING & TRAIONING OFFICER
38	ABRAHAM OPATA AZU	WEST AFRICA EXAMINATIONS COUNCIL	TEST ADMINISTRATOR
39	ERNESTINA KWAKYE	GUARANTY TRUST BANK GHANA LIMITED	EXECUTIVE TRAINEE
40	DESIDERAETA AWORTWE-ABBAN	OLAM GHANA LIMITED	BRAND EXECUTIVE
41	SELASSIE TAY	GLOBAL ACCELEREX GHANA	HEAD, BUSINESS DEVELOPMENT
PATHWAY 4			
42	BENEDICTA NYAME	UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION	ASSISTANT REGISTRAR
43	GIDEON YAW TEKPOR LECKSON-LECKEY	ECOBANK GHANA PLC	CX DESIGN AND INSIGHT STRATEGY MANAGER
44	OBEN KWAME NUAMAH	TXT GHANA	BUSINESS DEVELOPMENT MANAGER
45	CHARLES KOBINA ABAKA-WILSON	ACTIVA INTERNATIONAL INSURANCE COMPANY	RETAIL SUPERVISOR
46	LEONEL TETTEH-FIO	EMMANUEL TY FOUNDATION	MARKETING & PR EXECUTIVE
PATHWAY 5			
47	SOLOMON DESEWU	JSA LOGISTICS	HEAD, SALES & MARKETING
48	MARK MENSA-ABBAN	KASAPREKO COMPANY LIMITED	DIVISIONAL SALES & DEV'T MANAGER
49	PRISCILLA ADZO MAWUSE MENKA	CHARTERED INSTITUTE OF MARKETING, GHANA	MARKETING MANAGER
50	JOHNSON KEKELI ONAI	FAREAST MERCHANTILE	OPEN MARKET SUPERVISOR

NO.	NAME	PLACE OF WORK	POSITION
51	HENRY LARBI	GHANA PRISONS SERVICE	ASSISTANT SUPERINTENDENT OF PRISON
52	MUHMIN ABDUL-RAHMAN	SENTRA AIRWAYS	CABIN CREW
53	EMMANUEL KOJO BEDIAKO	TEXTILES GH. LTD(VLISCO)	ASSISTANT MARKETING MANAGER
54	JUSTICE KPOGO	FREELANCER	DIGITAL MARKETING CONSULTANT
55	HARRISON MAWUTOR KORKU ODUM	OSHEC ENGINEERING SOLUTIONS LIMITED	CHIEF EXECUTIVE OFFICER
56	MASHOOD MOHAMMED ZAKARIA	ENTERPRISE LIFE	SALES MANAGER
57	EWURAMA FORBA FORSON	OWIREDU YEBOAH CONSULT	CLIENT RELATIONS OFFICER
58	BEVELYN SEMAKOR	INNOVATIVE MICRO FINANCE	BRANCH MANAGER
59	ELSIE EYRAM ADIKU	GHANA INTERBANK PAYMENT AND SETTLEMENT SYSTEMS	BUSINESS DEVELOPMENT EXECUTIVE
60	AGNES NARKIE ODONKOR	MICROFINANCE AND SMALL LOANS CENTRE	BUSINESS DEVELOPMENT MANAGER
61	AMPOFO MAAME KARLEY	RIGHT TO INFORMATION COMMISSION	MANAGER, POLICY PLANNING DEPARTMENT
62	ATIVOR SENYO NEWTON	OLAM GHANA LIMITED	SALES MANAGER
63	PATRICK APPAU	FAREAST MERCANTILE GH LTD	REGIONAL SALES MANAGER - FOR GREATER ACCRA
64	IRENE NYARKOAA OBENG	GOIL PLC	CONSUMER MARKETING EXECUTIVE
65	DAVID ADAMAH	ALLIANZ INSURANCE	HEAD BROKER DEPARTMENT
66	RABIATU YAKUBU	WESTERN ROD AND WIRE LIMITED	ASSISTANT SALES AND MARKETING MANAGER
67	GEORGINA EFUA QUAINOO	CORONATION INSURANCE GHANA LTD	TEAM LEAD, FINANCIAL INSTITUTIONS
68	DANIEL NOMO	DANVISION MICRO CREDIT	CHIEF EXECUTIVE OFFICER
69	JUDITH SEDZRO	GHANA PORTS AND HARBOURS AUTHORITY	SENIOR MARKETING & CORPORATE AFFAIRS SUPERVISOR
70	GIFTY AMA FAMEA DARKO	PROMASIDOR GHANA LIMITED	BRAND EXECUTIVE, DAIRY
71	ENOCH VANDERPUYE	FBNBANK GHANA LIMITED	COUNTRY TEAM LEAD, MARKETING & CORPORATE COMMUNICATIONS
72	ANGELA SOLOMON	MTN GHANA	MANAGER, SOCIAL MEDIA & DIGITAL CHANNELS
73	CYNTHIA NKANSAH	CALBANK PLC	RELATIONSHIP OFFICER
74	ISSABELLA AWUMEE	ACCESS BANK GHANA PLC	CUSTOMER SERVICE REP.
75	ROBERT AWOTWI MENSAH	NATIONAL TRUST HOLDING COMPANY	CLIENT RELATIONS OFFICER
76	ALEXANDER ANSONG OBENG	CSIR FORESTRY RESEARCH INST. OF GHANA	SENIOR MARKETING OFFICER
77	ISAAC NTIAMOAH	LAKESIDE ESTATE	MARKETING MANAGER

NO.	NAME	PLACE OF WORK	POSITION
78	DANIELLA FULLER DAPAAH	MOOVEMART GHANA	DIGITAL MARKETING
79	DOREEN AKOSUA ASARE	HOLLARD INSURANCE	AGENCY COORDINATOR
80	MARY ADDAI	AMENFIMAN RURAL BANK	CUSTOMER SERVICE MANAGER
81	CHARLES KOBINA ABAKA-WILSON	ACTIVA INTERNATIONAL INSURANCE COMPANY	RETAIL SUPERVISOR
82	EDMUND LUGEY	ALLIANZ INSURANCE GHANA LIMITED	MARKETING & COMMUNICATIONS OFFICER
83	DANIEL COBBINAH AFFUL	ACCRA TECHNICAL UNIVERSITY	RESEARCH ASSISTANT
84	LORETTA SACKEY	VRA HOSPITAL, ABOADZE	ADMINISTRATIVE ASSISTANT
85	BOAKYE ANTOINETTE	PRUDENTIAL LIFE	AGENCY SUPERVISOR
86	NAOMI APPIAH	COUNCIL FOR SCIENTIFIC AND INDUSTRIAL RESEARCH	PRINCIPAL MARKETING OFFICER
87	BENEDICTA NYAME	UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION	ASSISTANT REGISTRAR
88	OBEN KWAME NUAMAH	TXT GHANA	BUSINESS DEVELOPMENT MANAGER
89	JENNIFER ODURO	FAIRAFRIC GHANA LIMITED	MARKETING EXECUTIVE
90	STEPHEN DWAMENA KWABENA-TWUM	BRAND ANCHOR	CREATIVE STRATEGIST
91	BARAKATU ABDUL AZIZ DANKABI	SOLUTION OASIS (BEAUTY SECRETS)	MARKETING & SALES ASSOCIATE
92	GIDEON YAW TEKPOR LECKSON-LECKEY	ECOBANK GHANA PLC	CX DESIGN & INSIGHT STRATEGY MANAGER
PATHWAY 6			
93	ATIVOR SENYO NEWTON	OLAM GHANA LIMITED	SALES MANAGER
94	OTOPAH AKUFFO ALEX	HO TECHNICAL UNIVERSITY	LECTURER
95	MASHOOD MOHAMMED ZAKARIA	SALES MANAGER	ENTERPRISE LIFE
96	BRIGHT AHLIJAH	HO TECHNICAL UNIVERSITY	LECTURER
97	SOLOMON DESEWU	JSA LOGISTICS	HEAD, SALES & MARKETING
98	CATO CASSANDRA MARGARET	NEW TIMES CORPORATION	ADVERT SALES EXECUTIVE
99	EMMANUEL KOJO BEDIAKO	VLISCO GHANA	ASSISTANT BRAND MANAGER
100	MARK MENSA-ABBAN	KASAPREKO COMPANY LIMITED	DIVISIONAL SALES & DEVELOPMENT MANAGER

NO.	NAME	PLACE OF WORK	POSITION
101	JOHNSON KEKELI ONAI	U-ME STRATEGIC SOLUTIONS	MARKETING EXECUTIVE
102	ELSIE EYRAM ADIKU	GHANA INTERBANK PAYMENT AND SETTLEMENT SYSTEMS	BUSINESS DEVELOPMENT EXECUTIVE
103	BRIGHT SITSOFE ADABUNU	UNIVERSITY OF CAPE COAST	SENIOR TUTOR, COLLEGE OF DISTANT LEARNING
104	PRISCILLA MAWUSE ADZO MENKA	CHARTERED INSTITUTE OF MARKETING, GHANA	MARKETING MANAGER
105	AGNES NARKIE ODONKOR	MICROFINANCE AND SMALL LOANS CENTRE	BUSINESS DEVELOPMENT MANAGER
106	PATRICK APPAU	FAREAST MERCANTILE GH LTD	REGIONAL SALES MANAGER - FOR GREATER ACCRA
108	RABIATU YAKUBU	WESTERN ROD AND WIRE LIMITED	ASSISTANT SALES AND MARKETING MANAGER
107	AMPOFO MAAME KARLEY	RIGHT TO INFORMATION COMMISSION	MANAGER, POLICY PLANNING DEPARTMENT
109	ANTOINETTE BOAKYE	PRUDENTIAL LIFE GHANA LIMITED	AGENCY SUPERVISOR
110	EMMANUEL SENANU ATTRICKI	GHANA AIRPORT COMPANY LIMITED	MANAGER, RETAIL & CONCESSIONS
111	ISAAC NTIAMOAH	LAKESIDE ESTATE	MARKETING MANAGER
112	ABEDNEGO SEBBIE TETTEH	NEW CRYSTAL HEALTH SERVICES LTD	MARKETING MANAGER
113	EDMUND LUGEY	ALLIANZ INSURANCE GH LTD	MARKETING & COMMS OFFICER
114	VERONICA MERLEY MARTEY	DATABANK ASSET MANAGEMENT SERVICES LTD.	RELATIONSHIP MANAGER (INSTITUTIONAL BUSINESS)
115	ALEXANDER ANSONG OBENG	CSIR FORESTRY RESEARCH INSTITUTE OF GHANA	SENIOR MARKETING OFFICER
116	CYNTHIA NKANSAH	CALBANK PLC	RELATIONSHIP OFFICER
117	ROBERT AWOTWI MENSAH	NATIONAL TRUST HOLDING COMPANY	CLIENT RELATIONS OFFICER
118	DANIELLA FULLER DAPAAH	MOOVEMART GHANA	DIGITAL MARKETING
119	GIDEON YAW TEKPOR LECKSON-LECKEY	ECOBANK GHANA PLC	CX DESIGN AND INSIGHT STRATEGY MANAGER

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LIST OF PRIZE WINNERS

NO.	NAME	AWARD
PATHWAY 3		
1	BENEDICTA NYAME	EMERGING BEST STUDENT IN MARKETING RESEARCH & INSIGHTS EMERGING JOINT BEST STUDENT FOR BRANDS MANAGEMENT EMERGING OVERALL BEST IN PATHWAY 3
2	ISAAC GUMAH AKOLGO	EMERGING BEST STUDENT IN BRANDS MANAGEMENT
3	ALBERT ADJEKUM ESSUMAN	EMERGING BEST STUDENT IN BRANDS MANAGEMENT
4	SUZY ANSAH	EMERGING BEST STUDENT IN DIGITAL OPTIMISATION & STRATEGY
5	BRIGHT KYEI WIREDU	EMERGING BEST STUDENT IN SELLING & SALES MANAGEMENT EMERGING OVERALL BEST STUDENT IN PATHWAY 3
6	SAMUEL OWUSU ADJEI	EMERGING BEST STUDENT IN SELLING & SALES MANAGEMENT
7	PHILOMINA CUDJOE	EMERGING JOINT BEST STUDENT IN BRANDS MANAGEMENT
8	EUNICE AMPOFO	EMERGING BEST STUDENT IN DIGITAL OPTIMISATION & STRATEGY
PATHWAY 5		
9	SOLOMON DESEWU	EMERGING BEST STUDENT IN STRATEGIC MARKETING MANAGEMENT
10	MARK MENSA-ABBAN	EMERGING BEST STUDENT IN STRATEGIC MARKETING IN PRACTICE EMERGING BEST STUDENT IN ADVANCED DIGITAL MARKETING EMERGING JOINT BEST STUDENT IN INTEGRATED MARKETING COMMUNICATIONS EMERGING OVERALL BEST STUDENT IN PATHWAY 5
11	PRISCILLA ADZO MAWUSE MENKA	EMERGING JOINT BEST STUDENT IN INTEGRATED MARKETING COMMUNICATIONS
12	DANIEL NOMO	EMERGING BEST STUDENT IN STRATEGIC MARKETING MANAGEMENT EMERGING BEST STUDENT IN INTEGRATED MARKETING COMMUNICATIONS EMERGING BEST STUDENT IN STRATEGIC MARKETING IN PRACTICE EMERGING OVERALL BEST STUDENT IN PATHWAY 5
13	JUDITH SEDZRO	EMERGING BEST STUDENT IN ADVANCED DIGITAL MARKETING
14	ISAAC NTIAMOAH	EMERGING BEST GRADUATING STUDENT
15	BARAKATU ABDUL AZIZ DANKABI	EMERGING BEST GRADUATING STUDENT
PATHWAY 6		
16	BRIGHT AHLIJAH	EMERGING BEST STUDENT IN SPORTS & ENTERTAINMENT
17	PRISCILLA MAWUSE ADZO MENKA	EMERGING BEST STUDENT IN FMCG MARKETING
18	AGNES NARKIE ODONKOR	EMERGING BEST STUDENT IN AGRI-BUSINESS MARKETING
19	RABIATU YAKUBU	BEST GRADUATING STUDENT EMERGING BEST STUDENT IN AGRI-BUSINESS MARKETING
20	AMPOFO MAAME KARLEY	EMERGING BEST STUDENT IN FMCG MARKETING
21	ANTOINETTE BOAKYE	EMERGING BEST STUDENT IN NGO MARKETING
22	EDMUND LUGEY	EMERGING JOINT BEST STUDENT AGRI-BUSINESS MARKETING EMERGING BEST STUDENT IN FMCG MARKETING
23	CYNTHIA NKANSAH	EMERGING BEST STUDENT IN TELCOS & DIGITAL PLATFORM MARKETING
24	DANIELLA FULLER DAPAAH	EMERGING BEST GRADUATING STUDENT
25	GIDEON YAW TEKPOR LECKSON-LECKEY	EMERGING JOINT BEST STUDENT IN AGRI-BUSINESS MARKETING

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I PLEDGE TO USE MY KNOWLEDGE, SKILLS, AND EXPERIENCES TO THE BEST OF MY ABILITY FOR THE ADVANCEMENT OF MARKETING AND THE WELFARE OF MY COMMUNITY AND COUNTRY.

I PROMISE TO BE A LOYAL AMBASSADOR FOR THE INSTITUTE TO PROMOTE ITS MANDATE AND MAINTAIN ITS REPUTATION.

I WILL ENDEAVOUR, IN ALL MY DEALINGS, TO BE KNOWN FOR CREATIVITY, LEADERSHIP, INTEGRITY, PROFESSIONALISM TO CONTRIBUTE TO THE GROWING REPUTATION OF THE PROFESSION AND THE INSTITUTE.

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