

# CIMG

WORKING FOR GHANA



## PRESIDENT'S BALL

**THEME:** CREATIVE MARKETING  
AND INNOVATION IN A  
VOLATILE GLOBAL ECONOMY

**SATURDAY,  
DECEMBER 10, 2022**

**7:00PM** **LANCASTER HOTEL**

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# Programme

## CIMG

WORKING FOR GHANA

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**7.00PM:** Guests Arrival & Cocktail Reception

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**7.30PM:** Guests seated

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Procession of Special Invited Guests and Dignitaries

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Introduction of Dignitaries

---

Minister's remarks

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Music and Dance

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Dinner

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Presidential Address by Dr Kasser Tee  
(National President, CIMG)

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Induction of new members

---

Recognition and Certification Ceremony

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# ABOUT THE CHARTERED INSTITUTE OF MARKETING, GHANA

## VISION STATEMENT

To be the voice of marketing practice in Ghana

## MISSION STATEMENT

The Chartered Institute of Marketing, Ghana (CIMG), seeks to lead in the development of world-class marketing professionals and practitioners for effective marketing practice in Ghana.

In order to give meaning to its mission, the institute established a secretariat to run its activities and a school to prepare candidates for the marketing profession examinations.

Also, the institute promotes 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 Marketing Performance Awards.

## CORE VALUES

- Creativity
- Leadership
- Integrity
- Professionalism

## Objects of the Institute

The objects of the institute, per the Chartered Institute of Marketing, Ghana ACT 2020 (1021), 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;
- 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.



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# THE PRESIDENT'S BALL

The President's Ball is the last official event that brings the activities of the Institute to a close. The event provides the platform for the President to host a number of corporate executives, professionals and to deliver a speech on a chosen topic of national interest.

Other activities during the event include the acceptance of marketing professionals and corporate institutions into membership and the official closing of the CIMG Professional Marketing Qualifications for the year.

In all, the CIMG has been alive to its mission and pushing forward the agenda of using marketing to promote excellence in corporate performance in Ghana.





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# GHANA SCHOOL OF MARKETING (GSM)

The Chartered Institute of Marketing, Ghana established the Ghana School of Marketing (GSM) on October 15, 1991, to provide tuition for the training of members and non-members seeking to upgrade or train as marketing professionals.

The Ghana School of Marketing is a modern study centre, delivering flexible and innovative tuition to learners in the middle to upper segments of the professional education market. We leverage technology and practical competencies to provide the right learning experience in a conducive environment”.

The vision of the Ghana School of Marketing is to become a professional marketing institute of choice, providing world-class marketing education. It is our dream to move into a full-time school. The mission of the school is to cultivate excellence in the professional community through a collaborative career-focused liberal education that will equip graduates to visualize and achieve excellence in a dynamic global community at highest international levels of excellence who will be sought after for their result-orientation

The CIMG has since 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.

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.

It is in furtherance of these functions that the CIMG launched its newly designed local Professional Marketing Courses to serve the Ghanaian market under its professional school, the Ghana School of Marketing (GSM). The immediate target include:

- Nonprofessional marketing practitioners (across all industries)
- Nonprofessional marketing faculty (Lecturers) in both the traditional and technical universities
- Marketing students pursuing; Diplomas, Bachelors, Masters and Doctoral degrees
- Nonmarketing people desirous of switching to marketing
- Business leaders desirous of sharpening their Boardroom/C-suite Marketing acumen in a disruptive dispensation.

Presently, the GSM provides training for individuals who wish to study for the Institute’s newly launched CIMG Qualifications for a dual professional marketing qualification.

Ghana School of Marketing has since enrolled a first batch of students who have successfully completed their tuition and partaken in a mock session pending their final exams in December. A second batch of students are being recruited, with that session billed to start from the mid October till mid-December when exams will be written to graduate them.

The Ghana School of Marketing, in accordance with the new act, has since inaugurated a Board to oversee the running of the school, as the Institute had been restructured under a new management, requiring an independent Board to guide its affairs, and also serve as an Accredited Study Centre for the newly launched CIMG Professional Marketing Qualifications.

Currently, the school is having lessons on Pathways 3 and 5 and still looking to expand capacity to start enrolling for the other Pathways as well.



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# CIMG 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.

The CIMG Pathways, is being run by the professional wing of the Institute, to serve the Ghanaian market under its school, with the Ghana School of Marketing (GSM) as one of the study centres providing tuition.

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 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 (Research-Based)





## PROFILE OF THE MINISTER FOR EDUCATION

Hon. Dr. Yaw Osei  
Adutwum (MP)

**H**on. 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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## PROFILE OF THE NATIONAL PRESIDENT

Dr. Daniel Kasser Tee

**D**r. Daniel Kasser Tee is a seasoned Professional Marketer with over two decades of practice, specialising in the marketing of financial services (Banking and Insurance) and education marketing. He joined the Institute as a Full member in the year 2000 and has the exceptional record of being the longest serving member of the CIMG Governing Council where he has served over 18 years at various levels; Executive Member, Council Member, National Secretary and National Vice-President for two terms each. He became National President during the transitional period of 2019–2021, when the Chartered Institute of Marketing Ghana Bill was passed into an Act of Parliament on June 4, 2020 and assented to by the President of the Republic on August 13 of the same year. He, therefore, became the first National President of the Institute, after winning the first elections conducted under the new act, Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021). He was, accordingly, conferred as Fellow of the Institute at a special ceremony before taking the Oath of Office on March 21, 2022 to serve for 3 years.

Dr Tee holds a ProM qualification from the Chartered Institute of Marketing, Ghana, Doctor of Philosophy (PhD) Degree in Business Administration (Marketing) from the Open University Malaysia (OUM), with tuition from the Accra Institute of Technology (AIT), MBA in Project Management degree from the University of Ghana (tuition from Wisconsin International University), Post Graduate Diploma in Marketing (DipM) from CIM-UK and a Diploma in Sales Management (tuition from the Institute of

Professional Studies, now UPSA). He is a Fellow of both the CIMG and American Academy of Project Management, Certified Project Communicator (CPC), and a Full Member of the Chartered Institute of Marketing-UK (MCIM).

Dr. Kasser Tee has extensive work experience, having worked at various levels within the financial services sector and academia. He did his Graduate National Service at the Institute of Professional Studies (now UPSA) as a Teaching Assistant. He was later employed as Marketing Officer/Insurance Underwriter at SIC Insurance Company (1997–1998), Officer-in-Charge of Marketing at the defunct Metropolitan and Allied Bank (1998–2000) and Deputy Head of Marketing & Card Services at the defunct The Trust Bank (2000–2001). He held a couple of other positions at the same bank until his appointment as Head of Marketing and Corporate Affairs for The Trust Bank (2003–2012). He assumed the new role of Head of Communications and PR for Ecobank Ghana/West Africa Monetary Zone (WAMZ) (2012–2014), following the acquisition of TTB by Ecobank Transnational Incorporated, parent company of Ecobank Ghana, Director of Public Affairs at the UPSA (2014) and Head of Marketing for Ecobank Ghana/Anglophone West Africa (AWA) (2015–2017). He is currently a Senior Manager and Deputy Head of Marketing and Corporate Communications, Ecobank Ghana/Anglophone West Africa.

Dr. Kasser Tee loves teaching, coaching and mentoring Marketing and Communications Practitioners. He is currently a visiting Faculty at the National Banking College and Adjunct Lecturer at the Accra Institute of Technology (AIT).





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- Spill over effect to members of the value associated with the Institute's programmes like – the Annual Awards, Seminars, Conferences and Presidential Ball.
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positions of responsibility for the institute and opportunity to serve on committees which also enriches their CV's.

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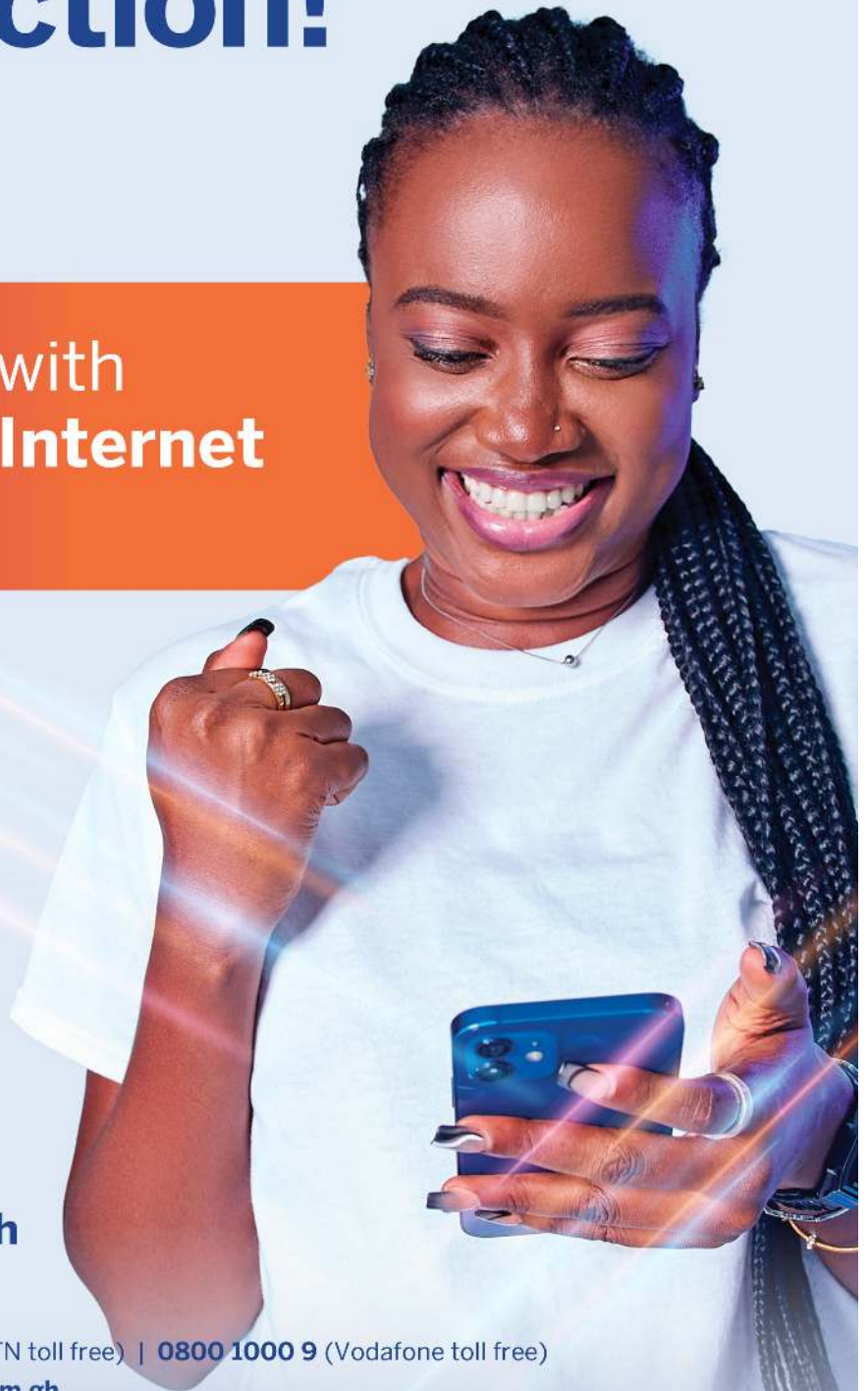
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## AWARDS PLANNING AND SELECTION COMMITTEE

NAME	POSITION
THEODORE OSAE	CHAIRMAN
AGNES EMEFAH ESSAH (MRS)	MEMBER
CHRIS ASEMPA	MEMBER
DORIS KUWORNU (MS)	MEMBER
NOEL KOJO-GANSON	MEMBER

## MEMBERSHIP AND WELFARE COMMITTEE

NAME	POSITION
KWASI KYERE	CHAIRMAN
FRANKLIN SOWA	MEMBER
THEODORE OSAE	MEMBER
HENRIETTA FRIMPONG	MEMBER
DANIEL KASSER TEE (PhD)	MEMBER

## FINANCE/ADMINISTRATION COMMITTEE

NAME	POSITION
DR. DAVID TWUM ANTWI	CHAIRMAN
ALFRED BOYAN	MEMBER
SHIRLEY ACQUAAH-HARRISON	MEMBER
GEORGE K. OSIEKU	MEMBER
GRACE ENYONAM ADOMAKO	MEMBER

## BUILDING COMMITTEE

NAME	POSITION
FRANKLIN SOWA	CHAIRMAN
PETER AFEDZI	MEMBER
GEORGE GYAMFI-OSEW	MEMBER
KWASI KYERE	MEMBER

## ETHICS/DISCIPLINARY/LEGAL COMMITTEE

NAME	POSITION
EMMANUEL KISSI OKYERE	CHAIRMAN
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JOYCE ADU	MEMBER
GYANSA LUTTERODT	MEMBER
SAMUEL NKUM TENKORANG	MEMBER

## PUBLICITY/PUBLICATION/INTERNATIONAL AFFAIRS

NAME	POSITION
AMA AMOAH ELSABOATH	CHAIRPERSON
SHIRLEY TONY KUM	MEMBER
KENNETH AWUKU	MEMBER
NANA YAW KESSE	MEMBER
DANIEL KASSER TEE (PhD)	MEMBER

## EDUCATION & STUDENT AFFAIRS COMMITTEE

NAME	POSITION
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HILDA PEASAH	MEMBER
ROBERT AMPONSAH	MEMBER
ABIGAIL ARMAH	MEMBER
PROF. NATHAN AUSTIN	MEMBER



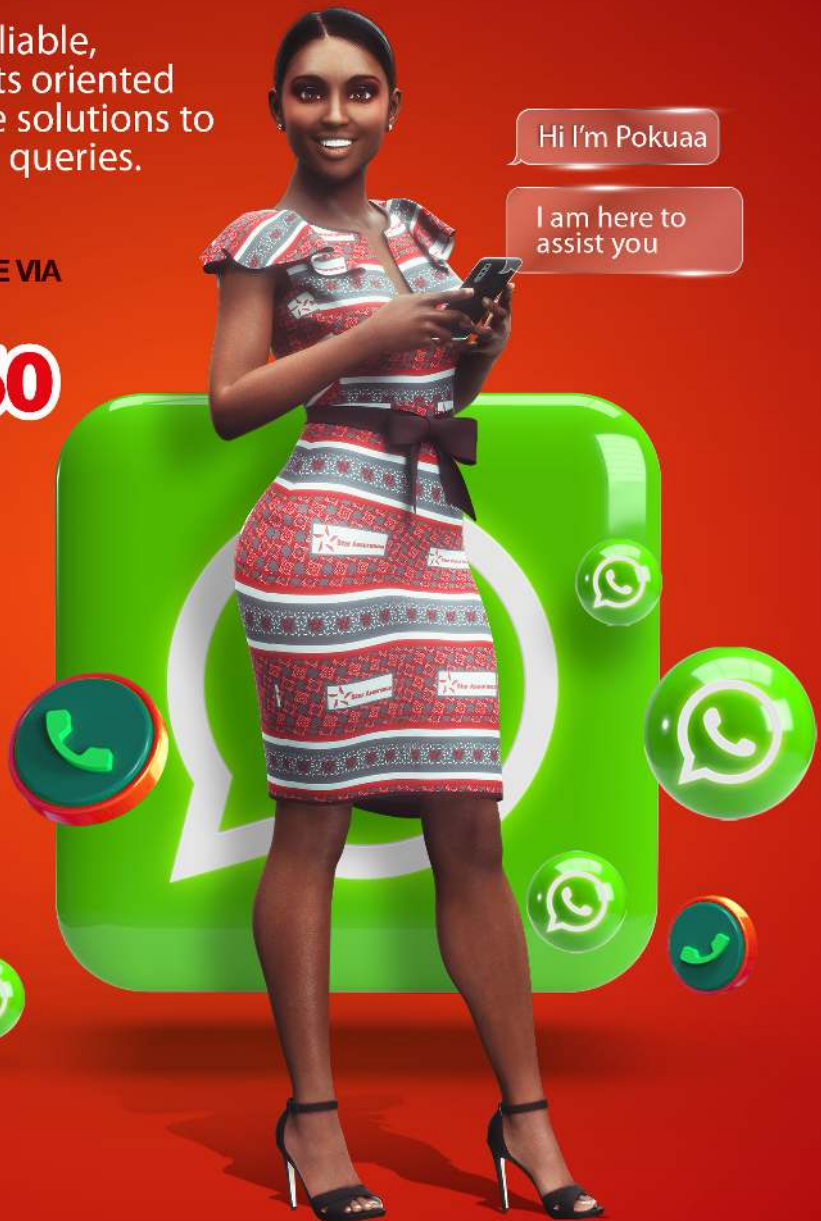
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KUMI	KORANG	OSBORN	<ul style="list-style-type: none"> <li>Successfully completing Pathway 2</li> </ul>
DZEKOTO	BAABA P. E.	WINNIFRED	<ul style="list-style-type: none"> <li>Successfully completing Pathway 2</li> </ul>
NYAME		BENEDICTA	<ul style="list-style-type: none"> <li>Successfully completing Pathway 3</li> <li>Emerging Best student in Market Research and Insights</li> <li>Emerging Joint Best Student for Brands Management</li> <li>Emerging Overall Best Student in Pathway 3</li> </ul>
ADJEI	OWUSU	SAMUEL	<ul style="list-style-type: none"> <li>Successfully completing Pathway 3</li> <li>Emerging Best Student in Selling and Sales Management</li> </ul>
AMPOFO		EUNICE	<ul style="list-style-type: none"> <li>Successfully completing Pathway 3</li> <li>Emerging Best Student in Digital Optimisation and Strategy</li> </ul>
CUDJOE		PHILOMINA	<ul style="list-style-type: none"> <li>Successfully completing Pathway 3</li> <li>Emerging Joint Best student for Brands Management</li> </ul>
FORSON		EMMANUEL	<ul style="list-style-type: none"> <li>Successfully completing Pathway 3</li> </ul>
ASOMANIWAA		MILLICENT	<ul style="list-style-type: none"> <li>Successfully completing Pathway 3</li> </ul>
DANDZO		PRISCILLA	<ul style="list-style-type: none"> <li>Successfully completing Pathway 3</li> </ul>
NYASEPE		DAVID	<ul style="list-style-type: none"> <li>Successfully completing Pathway 3</li> </ul>
MAWUNYA		DAVID	<ul style="list-style-type: none"> <li>Successfully completing Pathway 3</li> </ul>
JOSELYN	AWURADWOA	ANDOH	<ul style="list-style-type: none"> <li>Successfully completing Pathway 3</li> </ul>
DESEWU		SOLOMON	<ul style="list-style-type: none"> <li>Successfully completing Pathway 5</li> <li>Emerging Best Student in Strategic Marketing Management</li> </ul>
MENSA-ABBAN		MARK	<ul style="list-style-type: none"> <li>Successfully completing Pathway 5</li> </ul>
			<ul style="list-style-type: none"> <li>Emerging Best Student in Strategic Marketing in Practice</li> <li>Emerging Best Student in Advanced Digital Marketing</li> <li>Emerging Joint Best Student in Integrated Marketing Communications</li> <li>Emerging Overall Best Student in Pathway 5</li> </ul>
MENKA	MAWUSE ADZO	PRISCILLA	<ul style="list-style-type: none"> <li>Successfully completing Pathway 5</li> </ul>
			<ul style="list-style-type: none"> <li>Emerging Joint Best Student in Integrated Marketing Communications</li> </ul>
ONAI		JOHNSON	<ul style="list-style-type: none"> <li>Successfully completing Pathway 5</li> </ul>
LARBI		HENRY	<ul style="list-style-type: none"> <li>Successfully completing Pathway 5</li> </ul>
BOAKYE-FRIMPONG		ANTOINETTE	<ul style="list-style-type: none"> <li>Successfully completing Pathway 5</li> </ul>
ABDUL-RAHMAN		MUHMIN	<ul style="list-style-type: none"> <li>Successfully completing Pathway 5</li> </ul>
ODONKOR	NARKIE	AGNES	<ul style="list-style-type: none"> <li>Successfully completing Pathway 5</li> </ul>
SEMAKOR		BEVELYN	<ul style="list-style-type: none"> <li>Successfully completing Pathway 5</li> </ul>
ADIKU	EYRAM	ELSIE	<ul style="list-style-type: none"> <li>Successfully completing Pathway 5</li> </ul>



# LIST OF NEW APPLICANTS INTO MEMBERSHIP

## FULL MEMBERS

	POSITION	ORGANISATION
AZEMBILA BENJAMIN ASUNKA	Senior Lecturer	Bolgatanga Technical University
GEORGE DOMINIC KOFI MANTE	Lecturer	Koforidua Technical University
JULIET EMEFA GBORGLAH	Senior Marketing and Sales Officer	State Housing Company Limited
FELIX KABU PETIAFO	Marketing Manager	
ANTHONY H. L. MILLS	Branch Sales and Service Manager, Retail Network Duties	Fidelity Bank Limited
TEYE JOSEPH SAMUEL	Senior Revenue Officer, Supervisor, Outdoor Compliance	Ghana Revenue Authority
EMMANUEL CEPHAS APRONTI	Programme Officer	USAID ACTION
NGOCHI VICTOR P. NJEMA	Regional Project Manager – I.T Renewal Roadmap 2.0	DHL Global Forwarding, MEA (Middle East & Africa)
TIMOTHY FRANK BAIDOO	Area Business Manager	Laboratoire Innotech International
DANIEL OWUSU LARBI	Agency Relations Manager	Quality Insurance Company Limited
JANE NYAWIRA MURIITHI	Regional Marketing Manager	Millionaires Gaming Africa (Ghana)
DANIEL AGYAPONG, PhD	Director for Academic Planning & Quality Assurance	University of Cape Coast
GLORIA KAKRABAH-QUARSHIE AGYAPONG, PhD	Head, Department of Marketing & Supply Chain Management	University of Cape Coast
KWABENA ADJEI OSEI	Area Sales Manager	Diamond Cement
FLORENCE LARDI MANAMZOR	Senior Lecturer	Bolgatanga Technical University







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Email: info@zoomlionghana.com

## ASSOCIATE MEMBERS

NAME	POSITION	ORGANISATION
ALBERT WELLE ALI	Product Manager, Insurance FNB	First National Bank
JANET APPIAH OWUSU	Manager, Economist – Scheme Oversight Department	GHANA IRRIGATION DEVELOPMENT AUTHORITY
SAMUEL YAW AKOMEA ESQ.	Senior Lecturer	KNUST
JOSEPH APPIAH YEBOAH	Group-General Manager	AES luxury Hotels and Apartment
NANA OPPONG MENSAH BONSU	(Digital Media & Brands Management Officer, Corporate Communications Department)	First Atlantic Bank
NANA OPPONG MENSAH BONSU	(Digital Media & Brands Management Officer, Corporate Communications Department)	First Atlantic Bank
GRACE AMOAKOAA	Ashanti / Brong Ahafo Zonal Excel Lounge Manager	National Investment Bank Ltd
FESTUS BERIGAH	Assistant Secretary, College Relations – Head Of Section	St. John Bosco College Of Education
ROBERT ANKRAH	Chief MARKETING OFFICER	Top Oil Company Limited

## EMERGING ASSOCIATE MEMBERS

NAME	POSITION	ORGANISATION
JOSEPH OWUSU	Lecturer	KNUST
VIDA BAABA WUSU-ANSAH	Director	YERE DZIKAN - GHANA (NGO)
ANGELA KOSIKWOR KUDJODJI	Assistant Manager, Retail & Concessions	Ghana Airports Company Limited
HILARY AKANPULE	Marketing Officer	Ghana Broadcasting Corporation

## CORPORATE MEMBERS

NAME OF COMPANY	TYPE OF COMPANY	CATEGORY APPLIED
DDP OUTDOOR MEDIA	MEDIA	PLATINUM
CLASS MEDIA GROUP	RADIO & TELEVISION, BROADCASTING, MARKETING & ADVERTISING	GOLD
TOTAL FAMILY HEALTH ORGANISATION	SOCIAL MARKETING ORGANISATION	SILVER



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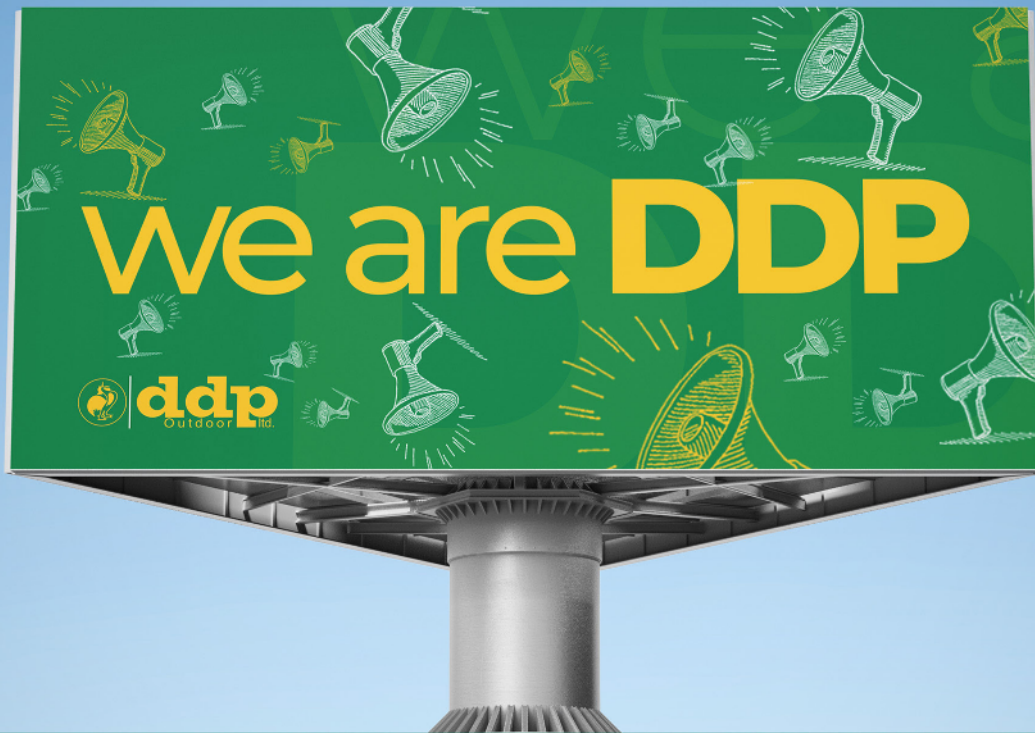
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