

CIMG CONFERS NEW BATCH OF CHARTERED MARKETERS

Accra, Ghana: June 20, 2024 – The Chartered Institute of Marketing, Ghana (CIMG), has held a conferment ceremony for the 2024 batch of Chartered Marketers at the Lancaster Hotel in Accra. The event also witnessed the induction of eighty-three (83) new members into the various membership categories, from graduate members to Fellows, of the Institute.

In his welcome address, the National President of CIMG, Dr. Kasser Tee, congratulated the new conferees whose names have been entered into the register of CIMG Chartered Marketers, describing their conferment as a “recognition of their hard work and dedication”.

He urged them to use their new status to "transform industry narratives and maintain high standards. We encourage organisations to avoid unprofessional marketing practices and instead focus on sound strategies that create customer value. This approach will build stronger customer relationships, ensuring satisfaction and promoting loyalty."

In the era of rapid technological advancements, it is imperative to embrace new and emerging technologies, particularly the evolving Artificial Intelligence (AI) technology to support and promote marketing activities.

“This is because AI offers unprecedented opportunities for you to gain deeper insights into customer behaviours, enhance personalisation, and optimise marketing strategies. By leveraging AI, you can stay ahead of the curve, ensuring your marketing efforts are innovative, customised and effective,” said Dr. Tee.

According to the CIMG National President, “thorough marketing research is very essential, as you need to understand your customers, industry trends, the moves, postures and temperaments of your competitors, especially your peers as well as the best-in-class in your respective markets. What your competitors do today is important to you, but you must also be able to predict their next actions ahead of time. Based on these, you can now devise comprehensive and workable strategies for your businesses”

Dr. Tee emphasised that “marketing exists to create value for the long-term interest of the business by researching about the customer, competitors, market trends, and internal issues within the organisation”.

The CIMG Professional Marketing Qualifications (PMQ), was also highlighted by the National President, encouraging anyone interested in marketing to enrol on the CIMG PMQ at the various stages, depending on their role or function within their company's marketing department.

“This deliberately crafted program offers unique courses from the Foundation Stage through to the Strategic Professional Marketing stage, the ultimate path to becoming a professional marketer in Ghana. Feel free to take appropriate courses,” intimated Dr. Tee.

The CIMG Chartered Marketer brand adds to the institute's many enviable brands, and it is the pinnacle of professional marketing practice in Ghana.

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A BRIEF ABOUT 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). The Institute aims at seeing both private and public organizations embrace the marketing concept and be marketing-oriented in their operations. In 2020, the CIMG received a Presidential Charter by the passage of the Chartered Institute of Marketing, Ghana 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. 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.