



Qualifications Brochure





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Introduction

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 organizations both private and public embrace the marketing concept and be marketing-oriented in their operations.

In 2020, the Parliament of Ghana passed the Chartered Institute of Marketing, Ghana, Act 2020 (Act 1021) which grants the institute the mandate to regulate the

standards in marketing practice and the training of marketing professionals in Ghana.

By this Act, the institute is mandated to conduct its own professional marketing examinations and award certificates to qualified members. This document thus provides guidelines for all stakeholders associated with the institute's examinations, particularly students, as it provides information regarding regulations, and examination procedures.



Cape Coast Castle



VISION

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



MISSION

Our mission is to lead in the development of
world-class marketing professionals and practitioners
for effective marketing practice in Ghana.



CORE VALUES

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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

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UPSA

2020 AT A GLANCE



CIMG PROGRAMME PATHWAYS

Charter Status and Employment-Driven CIMG Qualifications

INTRODUCTION

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 respond 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



Employment Prospects for CIMG Qualifications

Over the decades, there has been an increased need for local marketing qualifications in Ghana and Africa at large by marketing professionals from all sectors of the economy. In response to this, the CIMG has tailored its marketing qualifications to suit the following job specifications:

TYPICAL MARKETING ROLES ALIGNED TO CIMG QUALIFICATION PATHWAYS/LEVELS			
PATHWAY 1-3	PATHWAY 4	PATHWAY 5	PATHWAY 6-7
MARKETING FOUNDATION	APPLIED MARKETING KNOWLEDGE	APPLIED MARKETING SKILLS	STRATEGIC PROFESSIONAL MARKETING
Marketing Officer	Marketing Executive	Marketing Manager	Marketing Director
Commercial Events Officer	Marketing Communications Executive	Marketing Communications Manager	Marketing Communications Director
	Digital Optimisations Executive		
	Digital Marketing Executive		
Corporate Events Officer	Corporate Communications Executive	Corporate Communications Manager	Corporate Communications Director
Media Buying Officer			
Media Monitoring Officer			
Products Officer Brands Officer Merchandising Officer	Products Executive Brands Executive	Products Manager	Products Director
Sales Officer	Sales Executive	Sales Manager	Sales Director
Marketing Research Officers; • Promotions • Pricing • Product Distribution & Logistics	Marketing Research Executive	Marketing Research Manager	Marketing Research Director
E-Commerce Officer - Online Sales	E-Commerce Executive	E-Commerce Manager	E- Commerce Director
E-Commerce Officer - Digital Sales			
Physical Channels Officer	Channels Executive	Channels Manager	Channels Director
Omni Channels Officer			
	Partnerships & Sustainability Executive	Partnerships & Sustainability Manager	Partnerships & Sustainability Specialist
CSR Officer Sponsorship & Donations Officer	CSR Executive	CSR Manager	CSR Specialist
Client Engagement Officer	Client Engagement Executive	Client Engagement Manager	Client Engagement Specialist
Client Service Officer	Client Service Executive	Client Service Manager	Client Service Director
Social Media Officer	Social Media Executive	Social Media Marketing Manager	Social Media Specialist

STRUCTURE OF CIMG QUALIFICATIONS

Essentials - CHARTERED MARKETER (Professional Master's Degree in Applied Marketing)					
Strategic Professional Marketing	Marketing Consultancy Practice	Change and Transformation	Professional Services Marketing	In addition to completing the exams, the candidate need to have three (3) years relevant work experience	
	Professional Marketer - Pick any one option OR an acceptable combination of three				
	OPTION 1	Financial Services Marketing Energy Marketing	Specialized Commodities Marketing / FMCG Marketing		
	OPTION 2	Public Sector Marketing Political Marketing	NGO Marketing		
	OPTION 3	Energy Marketing Agri-Business Marketing	Transport and Logistics Marketing		
	OPTION 4	Financial Services Marketing Telcos and Digital Platform Marketing	Printing, and Communication Agency & Publishing Marketing / FMCG Marketing		
OPTION 5	Education, Health and Hospitality Marketing	Sports and Entertainment Marketing Political Marketing / Printing & Communication Agencies & Publishing Marketing			
Professional Postgraduate Diploma in Marketing					
Applied Marketing Skills	Integrated Marketing Communications	Strategic Marketing in Practice (Case Study)	Strategic Marketing Management	Advanced Digital Marketing	
	Professional Advanced Diploma in Marketing (Professional Bachelor's Degree in Applied Marketing)				
Applied Marketing Knowledge	International Marketing	Financial Management for Marketers	Managing Marketing Projects	Digital Customer Experience	
	Customer Relationship Management	Mastering Marketing Metrics	Product Management	Managing Corporate Reputation (PR)	
Professional Diploma in Marketing					
Foundation Stages	Brands Management	Marketing Research and Insights	Sales and Sales Management	Digital Optimisations and Strategy	
	Professional Advanced Certificate in Marketing				
	Decision Making Techniques		Management in Practice	Digital Marketing Techniques	
	Professional Certificate in Marketing				
Fundamentals of Marketing			Business Law and Ethics	Buyer Behaviour	

Mapping of Professional Marketer and Professional Masters Degree in Applied Marketing

Group A	Synergistic Level 3	Professional Services Marketing (Entrepreneurship)	Financial Services Marketing	Energy Marketing	Specialized Commodities Marketing / FCMG Marketing
Group B	Synergistic Level 3		Public Sector Marketing	Political Marketing	NGO Marketing
Group C	Synergistic Level 3		Energy Marketing	Transport and Logistics Marketing	Agri-Business marketing
Group D	Synergistic Level 3		Financial Services Marketing	Telcos & Digital Platform Marketing	Printing, Communication Agencies Publishing Marketing / FCMG Marketing
Group E	Synergistic Level 3		Education, Health, and Hospitality Marketing	Sports and Entertainment Marketing	Political Marketing / Printing, Communication Agencies

NOTE:

Synergistic level 3: Intense opportunities and practice

Synergistic level 2: One of the specialist subjects is emerging or developing to reach the expected job opportunities and justification for selection.

Synergistic level 1: Two or more are not related and the rationale is for diversification



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CIMG PROGRAMME PATHWAY 1: PROFESSIONAL CERTIFICATE IN MARKETING

Subjects		Competency Control
1	Fundamentals of Marketing**	Insight into Behavioural Competencies
2	Buyer Behaviour	Customer experience
3	Business Law and Ethics	Risk and Reputation

CIMG PROGRAMME PATHWAY 1: Professional Certificate in Marketing**i. Qualification overview and how it will benefit you.**

The professional Certificate in Marketing pathway 1, is to equip students with applicable, modern-day marketing techniques for use in the global marketplace. The student will have a practical understanding of the values and application of marketing at a tactical level while leveraging on the skills and knowledge to plan and execute marketing programmes appropriately.

Holders can comprehend the broader role of marketing and how their practical skills can be utilized in their professional progression within the marketing industry.

ii. Entry criteria

- SHS/A-Level/ABE (level 3 and analogous qualifications)/DBS - (*MUST TAKE & PASS all subjects*)
- Mature Students - *MUST TAKE & PASS all subjects*

iii. Qualification Structure

Fundamentals of Marketing + Business Law and Ethics + Buyer Behaviour = **PROFESSIONAL CERTIFICATE IN MARKETING**

iv. What is my next move?

Join pathway 2, which is the **PROFESSIONAL ADVANCED CERTIFICATE IN MARKETING**

CIMG PROGRAMME PATHWAY 2: PROFESSIONAL ADVANCED CERTIFICATE IN MARKETING

Subjects		Competency Control
1	Decision Making Techniques	Risk
2	Management in Practice	Behavioural Competencies
3	Digital Marketing Techniques **	Digital integration

CIMG PROGRAMME PATHWAY 2: Professional Advanced Certificate in Marketing

i. **Qualification overview and how it will benefit you.**

The Professional Advanced Certificate in Marketing pathway 2, has the objective of providing students with intermediate skills and knowledge in Marketing. This serves as an add on or booster to Pathway 1.

Benefits associated with this Pathway are unquantifiable as the student stands to gain a workable appreciation of the values and use of Marketing at this middle level by leveraging their abilities and acquired knowledge to grow as professionals. Individuals who hold this certificate are able to build on their Marketing fundamentals and apply practical skills as they develop and progress in their career.

ii. **Entry criteria**

- CIMG Pathway 1: Professional Certificate in Marketing- (*MUST TAKE AND PASS all subjects*)

iii. **Qualification Structure**

Decision Making Techniques + Management in Practice + Digital Marketing Techniques = **PROFESSIONAL ADVANCED CERTIFICATE IN MARKETING**

iv. **What is my next move?**

Join pathway 3, which is the **PROFESSIONAL DIPLOMA IN MARKETING**

CIMG PROGRAMME PATHWAY 3: PROFESSIONAL DIPLOMA IN MARKETING

Subjects	Competency Control
1 Brand Management	Branding
2 Marketing Research and Insights **	Customer experience
3 Selling and Sales Management **	Product and Partnership
4 Digital Optimisation and Strategy **	Digital integration

CIMG PROGRAMME PATHWAY 3: Professional Diploma in Marketing

i. Qualification overview and how it will benefit you.

This pathway focuses on the aspects of marketing and the competencies required to succeed in the marketing function including Brand Management, Marketing Research and Insights, Selling & Sales Management and Digital Optimization and Strategy. Understanding of this pathway can be achieved through profound and vigorous appraisal procedures which incorporate the contemporary marketing industry. Successful completion of the CIMG Professional Diploma in Marketing pathway will create the expertise, skills and insight to be able to function at an executive level within the workplace.

ii. Entry criteria

One or more of the following is required to gain entry onto this qualification:

- CIMG Pathway 2: Professional Advanced Certificate in Marketing – *(MUST TAKE AND PASS all subjects)*
- ABE Level 4 & Analogous qualifications
*(MUST TAKE AND PASS an appropriate subject (***) in PW 2)*
- CIM part qualification or relevant equivalent certificate in marketing-
(MUST TAKE AND PASS all subjects)
- IMM part qualification or relevant equivalent certificate in marketing-
(MUST TAKE AND PASS all subjects)
- Non marketing Degree/Masters & Professional Qualification holder
*(MUST TAKE ONLY appropriate subjects (***) in PW1 and PW2)*

iii. Qualification Structure

Brand Management + Marketing Research and Insights + Selling and Sales Management + Digital Optimisation and Strategy = **PROFESSIONAL DIPLOMA IN MARKETING**

iv. What is my next move? Move on to Pathway 4, being the **Professional Bachelor's Degree in Applied Marketing**

CIMG PROGRAMME PATHWAY 4: Professional Advanced Diploma in Marketing (Professional Bachelor's Degree in Applied Marketing)	
Subjects	Competency Control
1 International Marketing	Partnership Marketing
2 Financial Management for Marketers **	Monitoring and Measurement
3 Managing Marketing Project **	Risk and Reputation
4 Digital Customer Experience **	Digital Integration
5 Product Management	Product Management
6 Customer Relationship Management	Relationship Marketing
7 Mastering Marketing Metrics **	Monitoring and Evaluation
8 Managing Corporate Reputation **	Reputation Risk

**CIMG PROGRAMME PATHWAY 4: Professional Advanced Diploma in Marketing
(Professional Bachelor's Degree in Applied Marketing)**

i. Qualification overview and how it will benefit you.

A purposefully focused qualification enabling one to impact and contribute to an organisation's corporate orientation, competitive strategy and manage the organisation's marketing activities.

ii. Entry criteria

- CIMG Pathway 3: Professional Diploma in Marketing
(MUST TAKE AND PASS all subjects)
- HND Marketing - *(MUST TAKE ONLY appropriate subjects (***) in PW3)*
- CIM part qualification or relevant equivalent certificate in marketing
(MUST TAKE AND PASS all subjects)
- IMM part qualification or relevant equivalent certificate in marketing
(MUST TAKE AND PASS all subjects)

iii. Qualification Structure

International Marketing + Financial Management for Marketers+ Managing Marketing Project + Digital Customer Experience + Product Management + Customer Relationship Management + Mastering Marketing Metrics+ Managing Corporate Reputation = **Professional Bachelor's Degree in Applied Marketing**

iv. What is my next move? Professional Postgraduate Diploma in Marketing

CIMG PROGRAMME PATHWAY 5: PROFESSIONAL POSTGRADUATE DIPLOMA IN MARKETING

Subjects	Competency Control
1 Integrated Marketing Communications (IMC)	Integrated Marketing Communications
2 Strategic Marketing in Practice (Case Study)	Technical and Behavioural Competencies
3 Strategic Marketing Management	Technical and Behavioural Competencies
4 Advanced Digital Marketing	Technical and Behavioural Competencies

CIMG PROGRAMME PATHWAY 5: Professional Postgraduate Diploma in Marketing

i. **Qualification overview and how it will benefit you.**

A purposefully focused qualification enabling one to impact and contribute to an organisation's corporate orientation, competitive strategy, and manage the organisation's marketing activities.

ii. **Entry criteria**

- Pathway 4: Professional Bachelor's Degree in Applied Marketing
(*MUST TAKE AND PASS all subjects*)
- B-Tech Marketing (*MUST TAKE ONLY appropriate subjects (***) in PW4*)
- Degree in Marketing (*MUST TAKE ONLY appropriate subjects (***) in PW4*)
- Advanced Marketing Degrees such as MBA/MSc/MA/Phd without prior marketing qualifications such as BSc/BTech and HND Marketing.
(*MUST TAKE AND PASS all subjects*)
- CIM part qualification or relevant equivalent certificate in marketing
(*MUST TAKE AND PASS all subjects*)
- IMM part qualification or relevant equivalent certificate in marketing
(*MUST TAKE AND PASS all subjects*)

iii. **Qualification Structure**

Integrated Marketing Communications (IMC) + Strategic Marketing in practice (Case Study) + Strategic Marketing Management + Advanced Digital Marketing = **Professional Postgraduate Diploma in Marketing**

iv. **What is my next move?**

Professional Marketer

CIMG PROGRAMME PATHWAY 6:

PROFESSIONAL MARKETER – CIMG USP (Pick any one option OR an acceptable combination of three)

OPTION 1	Financial Services Marketing Energy Marketing Specialized Commodities Marketing / FMCG Marketing
OPTION 2	Public Sector Marketing Political Marketing NGO Marketing
OPTION 3	Energy Marketing Transport and Logistics Marketing Agri-Business Marketing
OPTION 4	Financial Services Marketing Telcos and Digital Platform Marketing Printing, and Communication Agency & Publishing Marketing / FMCG Marketing
OPTION 5	Education, Health and Hospitality Marketing Sports and Entertainment Marketing Political Marketing 'OR' Printing and Communication Agencies

CIMG PROGRAMME PATHWAY 6: Professional Marketer – CIMG USP

i. Qualification overview and how it will benefit you.

Professional Marketer status recognises Marketers who have achieved the highest levels in the practice of marketing (practitioners or academics). It demonstrates commitment to keeping up-to-date and is awarded on a combination of experience and qualifications.

This status was developed to encourage experienced marketers to keep their skills relevant through 'the proactive maintenance and extension of professional knowledge, skills and personal qualities required to drive responsible practice throughout working life.

ii. Entry criteria

- Pathway 5: Professional Postgraduate Diploma in Marketing
- MA/M-Tech/MBA/MSc/PhD degrees with prior marketing qualifications such as BSc/BTech and HND Marketing (NB: Candidates must take and pass an assignment-based case study for Strategic Marketing in Practice in Pathway 5)

iii. **Qualification Structure**

Any one option = Professional Marketer

iv. **What is my next move?**

Professional Masters Degree in Applied Marketing and/or CPD & Chartered Marketer



Akuaba doll (a symbol of fertility)

CIMG PROGRAMME PATHWAY 7: PROFESSIONAL MASTERS DEGREE IN APPLIED MARKETING	
Subjects	Competency Control
Marketing Consultancy Practice	Research Methods and Dissertation
Change and Transformation in Marketing	Change Agent
Professional Services Marketing	Entrepreneurial Change

CIMG PROGRAMME PATHWAY 7: Professional Masters Degree in Applied Marketing – Dissertations NOT Project Work

i. **Qualification overview and how it will benefit you.**

This is a purposefully focused CIMG qualification dedicated to helping marketing professionals master marketing best practice and build on their existing achievements to create a stronger, more proactive and cutting-edge profession ready to solve global marketing challenges of the future.

ii. **Entry criteria**

CIMG Final Professional Marketer Certificate & analogous professional marketing qualifications such as CIM, IMM, etc

iii. **Qualification Structure**

Marketing Consultancy Practice + Change and Transformation in Marketing + Professional Services Marketing = **Professional Masters in Applied Marketing**

iv. **What is my next move?**

CHARTERED MARKETER

Congratulations, you made it! Your journey to becoming a Chartered Marketer starts NOW.

EXAMINATION DIETS



Examinations take place semi-annually in JUNE and DECEMBER each year.

The exact timeline is noted below:

- June Exams Diet starts on the last Monday of June, thus candidates must have registered on/before 1st Friday of May.
- December Exams Diet starts on the 1st Monday of December, thus candidates must have registered on/before 1st Friday of November.

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- Business Set-up Fees etc.



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- License fees



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- All tourism levies

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FAQs

Q: I am looking forward to study for a CIMG qualification. What are my next steps?

A: Kindly visit our website, cimghana.org to access our forms or reach us on +233 (0)55 274 6592 to be guided. OR

- Complete the Registration form from the institute's website
- Attach the original copy of academic transcript(s) and photocopy of Certificate(s)
- Attach a recent passport picture.
- Send or submit the completed form and the relevant documents (copies of transcript(s) and Certificate(s) to the Institute with the proof of payment of the recommended registration fee.

Q: How much will it cost?

A: Please visit the website, cimghana.org and review the brochure for this information or reach us on 233 (0)55 274 6592 to be guided.

Q: Can I study on my own?

A: No, you have to study with the course material given you and follow your tutor's guidance to remain aligned with your coursemates.

Q: I have a marketing degree. Am I eligible for any module exemptions?

A:

- Yes, each application for exemption/credit shall be considered according to the following principles: - Undergraduate Level Study (e.g., BA, BSc, BCom, graduate diplomas, including CIM professional qualifications).
- Secondly, one exemption may be granted to holders of a recognised degree (or qualification deemed by the University, to be equivalent) which has been awarded by an internationally acclaimed accredited institute.

Q: What is the basic qualification/requirement for the CIMG qualification?

A: A WASSCE pass is the basic requirement for CIMG qualification.

Q: Are the qualifications open to non-Ghanaians or people living outside Ghana?

A: Yes it is open to both applicants.

FAQs

Q: What are some of the benefits associated with getting this qualification?

A: Benefits associated with getting this qualification include but are not limited to employment prospects, networking opportunities, job promotions, knowledge and skill acquisition, etc.

Q: How do I locate a program that's right for me?

A: Please visit our website, cimghana.org or speak to a course advisor on +233 (0)55 274 6592 to be guided.

Q: What are the differences between the qualifications and degrees offered at the Universities?

A: While University degrees usually offer purely theoretical studies, CIMG intends to offer dual learning in the form of Theory and Professional learning that continuously exposes one to career and developmental growth.

Q: Are undergraduates eligible to apply for the qualifications?

A: Yes undergraduates are eligible to apply.

Q: What is required to complete my application?

A: You need to access a registration form from our website and attach the following;

- A copy of your transcript

- Photocopies of your certificates
- A copy of your recent passport photos
- Payment of required fee

Q: Are there options for deferral if required and what are the penalties involved?

A: Yes, deferrals are granted based on very extenuating circumstances.

Q: What are the number of examination papers to be written at a sitting?

A: Candidates will be allowed to write across levels.

A: Number of papers to be written across levels should not exceed five (5) papers at a sitting.

If you have any other questions you would like answered, kindly email:

info@cimghana.org

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