

MEDIA RELEASE

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CIMG LAUNCHES ACCELERATOR MARKETING PROGRAMME FOR C-SUITE EXECUTIVES, FACULTY AND ENTREPRENEURS

Accra, Ghana: February 06, 2026 – The Chartered Institute of Marketing, Ghana (CIMG) has officially launched its long-awaited CIMG Accelerator Marketing Programme, an exclusive, high-impact executive programme designed to equip senior leaders, faculty members and entrepreneurs with advanced marketing expertise without the need for years of traditional study.

The CIMG Accelerator Marketing Programme is meticulously crafted for visionary decision-makers who operate at the highest levels of leadership and influence. The programme delivers practical, strategic and future-focused marketing capabilities required to navigate complex market environments, drive innovation and significantly amplify organisational impact.

Speaking on the rationale behind the programme, the National President of CIMG, Mr. Michael Abbiw said the initiative was developed in direct response to feedback from senior professionals and business leaders seeking a faster pathway to formal marketing qualification.

“We listened to practitioners, business owners and senior leaders who wanted a marketing qualification but simply didn’t have the time to go through years of study. This programme is our response, built on your experience and designed to help you contribute even more to the growth of the profession. Participants will gain cutting-edge insights, practical tools and strategic foresight to strengthen competitive advantage and deliver measurable business results,” he said.

He further assured participants of the credibility and global recognition of CIMG’s qualifications, stressing the Institute’s strong legal and international standing.

“CIMG has a charter and the legal backing to award qualifications that are recognised not only in Ghana, but across Africa and beyond. With our partnership with the African Marketing Confederation and Chartered Institute of Marketing UK, participants can be confident they are earning a qualification with real international standing,” he added.

The CIMG Accelerator Marketing Programme has already attracted strong industry endorsement, with organisations presenting their executives to participate in the programme. Companies represented in the ongoing inaugural cohort include Vanguard Assurance Company Limited, Ghana Cylinder Manufacturing Company Limited, National Investment Bank PLC, Ghana Medical Trust Fund, emPLE Ghana, FirstBank Ghana, Eusbett Hotel, Priority Insurance, Horseman Shoes Company Limited, Asanko Gold Ghana Limited, Standard Chartered Bank Ghana PLC, and Tobinco Pharmaceuticals Limited, underscoring the programme’s relevance and appeal across finance, energy, manufacturing, hospitality, pharmaceuticals and consumer goods sectors.

The programme is delivered through three intensive modules:

Module One: Marketing Risk Management

This module provides a laser-focused approach to managing marketing risks. It adopts a risk management framework that enables marketers and business leaders to effectively handle risks in marketing decisions, from strategic envisioning through to strategy implementation.

Module Two: Marketing Execution Management

This module takes a strategic and practical approach to managing marketing execution, with a strong emphasis on market creation and market security. It explores the principles of marketing and how they are applied to secure markets and achieve strategic marketing objectives. The module integrates legal and financial perspectives into marketing, offering participants deeper insights into market creation, growth and protection as foundations for effective strategy.

Module Three: Integrated Sustainability Marketing

This module delivers an integrated approach to sustainability marketing, focusing on the transition from “brown marketing” to “green marketing” practices. It extends into social and governance considerations within the broader Environmental, Social and Governance (ESG) framework, preparing participants to lead responsible, future-ready marketing strategies.

The CIMG Accelerator Marketing Programme reinforces CIMG’s commitment to developing world-class marketing leadership in Ghana and beyond, providing senior professionals with a fast-track pathway to advanced marketing competence and strategic excellence.

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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. In 2023, the CIMG Regulations (L.I. 2479) was passed by the Parliament of Ghana and has therefore come into force to enable the Institute execute its mandate and functions as stipulated in the CIMG ACT 2020 (Act 1021). 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.