

**MEDIA RELEASE**

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## **REGULARISE YOUR PRACTICE: CIMG CALLS ON MARKETING PRACTITIONERS TO COMPLY WITH THE LAW**

**Accra, Ghana: January 23, 2026** – The Registrar and Chief Executive Officer of the Chartered Institute of Marketing, Ghana (CIMG), Mr. Kwabena Akuamoah Agyekum, has called on all practising marketers, both members and non-members to regularise their professional status by enrolling on the CIMG Professional Marketing Qualification (PMQ) in line with Ghana’s marketing regulatory framework.

According to Mr. Agyekum, the enactment of the Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021) and its accompanying Chartered Institute of Marketing, Ghana Regulations, 2023 (L.I. 2479) has firmly established marketing as a regulated profession in Ghana, with clear standards for qualification, registration, and ethical practice as found in sections 24 and 52 of the CIMG Act 2020 (Act 1021) and sections 3,4 and 5 of the CIMG Regulations 2023 (L.I. 2479).

“Marketing plays a critical role in national development, consumer protection, and business sustainability. The law is explicit that any person who practises marketing in Ghana is required to be duly qualified and registered with the Chartered Institute of Marketing, Ghana,” Mr. Agyekum stated.

He explained that the CIMG Professional Marketing Qualification (PMQ) remains the primary and most structured pathway for practitioners to attain recognised professional status, deepen competence, and secure registration with the Institute, as required under the law. The PMQ equips marketers with contemporary skills, ethical grounding, and professional credibility aligned with both local realities and global best practices.

Mr. Agyekum further emphasised that the regulations mandate adherence to professional standards, continuing professional development, and ethical conduct, while also empowering the Institute to sanction unprofessional marketing practices as found from sections 6-14 of the CIMG Regulations 2023 (L.I. 2479).

“Regularising your membership is not purely an administrative exercise, it is a legal obligation and a professional responsibility. Beyond compliance, it signals credibility,

protects the public, and elevates the standing of marketing as a profession in Ghana,” he added.

He therefore urged practising marketers in corporate organisations, agencies, SMEs, the public sector, and consultancy spaces, especially those yet to regularise their status and to take immediate steps to enrol on the CIMG Professional Marketing Qualification or the Accelerator Programme and register with the Institute.

The Registrar reaffirmed CIMG’s commitment to supporting professionals through flexible pathways, accredited study centres, and continuous professional development programmes to ensure inclusive access to professional certification.

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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.