

MEDIA RELEASE

For Immediate Use

UPSA AND CIMG LAUNCH FIRST-OF-ITS-KIND BSC IN APPLIED MARKETING PROGRAMME

Accra, Ghana: February 23, 2026 - The University of Professional Studies, Accra (UPSA), in partnership with the Chartered Institute of Marketing, Ghana (CIMG), has officially launched a Bachelor of Science (BSc) in Applied Marketing programme, the first of its kind in the sub-region to integrate an academic degree with a direct pathway to professional marketing qualification.

The innovative programme enables students to earn a UPSA degree while simultaneously meeting requirements for the CIMG Professional Marketing Qualifications (PMQ). Graduates will automatically qualify for the Professional Diploma in Marketing under CIMG, positioning them as “Chartered Marketers in the making” and ready for immediate industry impact.

Approximately 40% of the course load is aligned with CIMG professional papers, ensuring that academic instruction is closely integrated with industry standards. The curriculum focuses on emerging and high-demand areas including Artificial Intelligence in Marketing, Marketing Metrics, Ethics and Sustainability Marketing, and Strategic Brand Management.

The initiative was conceptualised under the tenure of immediate past CIMG National President, Dr. Daniel Kasser Tee, whose vision promoted stronger integration between academia and professional practice.

The current CIMG National President, Mr. Michael Abbiw, described the programme as a major step forward in Ghana's education landscape, noting that it bridges the gap between theory and professional mastery while creating a pipeline of ethical, innovative marketing leaders.

CIMG Chief Examiner, Dr. Francis Mensah Sasraku, emphasized the strategic curriculum alignment, stating that graduates will be automatically eligible for CIMG's Professional Diploma in Marketing due to the embedded professional content.

UPSA Vice-Chancellor, Prof. John Kwaku Mensah Mawutor, reaffirmed that the programme aligns with the university's statutory mandate to deliver both academic and professional education, equipping students with a comprehensive understanding of marketing within a broader business context.

The programme has received formal approval from the Ghana Tertiary Education Commission (GTEC), endorsing it as a forward-looking model that strengthens collaboration between academia and industry to meet evolving labour market demands.

Through CIMG's partnerships with the African Marketing Confederation and the Chartered Institute of Marketing (CIM-UK), qualifications earned under the programme will carry international recognition, enhancing graduates' global competitiveness.

The launch reinforces UPSA's leadership in professional education and strengthens CIMG's mandate to regulate and promote marketing practice in Ghana, producing a new generation of globally competitive marketing professionals.

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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.