

MAY 2022

# The IMM Quarterly.

KEEPING YOU RELEVANT, CONNECTED AND INFORMED

Associate Benefits



## Your window to marketing in Africa.

The Institute of Marketing Management South Africa (IMM) has for decades been the pre-eminent marketing institute in Southern Africa. The IMM is being reinigorated and relaunched to offer a wide range of value-added products and services for marketing professionals who are Associates in either an individual or corporate capacity.

Read more

### THE INSTITUTE OF MARKETING MANAGEMENT IS CALLING FOR PROFESSIONAL ASSOCIATES.

An Individual may gain **life-time Platinum Associateship** to the Institute of Marketing Management if they submit a CV and Certificates displaying that they meet the following criteria:

#### QUALIFICATION

You hold a marketing or business qualification that can be authenticated by an institutional authority

#### EXPERIENCE

You have 10 years working experience in a marketing or related industry

#### POSITION

You hold a senior position within your organisation

Apply here

IMM FRIDAYS presents

# DARK MARKETING

PRESENTER: Matthew van der Valk

27 May 2022 - in person at our new venue in Parktown

FREE entrance

Registration from 7:30

Presentation at 08:00 followed by Q&A discussion

Networking from 09:00-10:00

BOOK YOUR PLACE AT THIS RED CARPET NETWORKING EVENT NOW

Book my place

### THE INSTITUTE OF MARKETING MANAGEMENT IS RUNNING THE FOLLOWING FACE-TO-FACE WORKSHOPS

2-Day Workshops - R5 900 per delegate  
(Ask about Associate discounts)



*The World of Marketing*

20 and 21 June

Book



*Project Management Fundamentals*

5 and 6 July

Book



*Marketing Mix Strategy*

26 and 27 July

Book



*The Art of Selling*

2 and 3 August

Book



*Social Media Marketing*

16 and 17 August

Book



*Building Online Customer Relationships*

30 and 31 August

Book

Half-Day Workshops - R1 450 per delegate  
(Ask about Associate discounts)



*Basic Principles of Marketing*

20 June Morning

Book



*The Marketing Environment and Competitors*

20 June Afternoon

Book



*Consumer Behaviour, Research and Marketing Decision-Making*

21 June Morning

Book



*Segmentation, Targeting and Positioning*

21 June Afternoon

Book



*Introduction to Project Management*

5 July Morning

Book



*The Project Lifecycle*

5 July Afternoon

Book



*Project Design and Planning*

6 July Morning

Book



*Monitoring, Reporting and Evaluating Projects*

6 July Afternoon

Book



*Product and Distribution Management*

26 July Morning

Book



*Marketing Communication Strategy and Media Planning*

26 July Afternoon

Book



*Pricing, People, Process and Physical Evidence*

27 July Morning

Book



*Marketing Planning Process*

27 July Afternoon

Book



*Introduction to Personal Selling*

2 August Morning

Book



*Communication in Personal Selling*

2 August Afternoon

Book



*Influencing the Customer Buying Process with Personal Selling*

3 August Morning

Book



*Sales Knowledge and Personal Selling*

3 August Afternoon

Book



*Introduction to Social Media Marketing*

16 August Morning

Book



*Planning, Measuring and Integrating Social Media Campaigns*

16 August Afternoon

Book



*Social Media Page Set-up and Copywriting*

17 August Morning

Book



*Building Customer Loyalty, Planning and Creating Social Content*

17 August Afternoon

Book



*Relationship Marketing and Customer Experience*

30 August Morning

Book



*Delivering the Digital Customer Experience*

30 August Afternoon

Book



*Digital Campaign Planning and Marketing Communication*

31 August Morning

Book



*Evaluation and Improvement of Digital Channel Performance*

31 August Afternoon

Book

### IMM ONLINE SHORT COURSES

# Coming Soon.

We are in the process of redesigning and updating all our online short courses. Watch this space for all your Marketing skills development and training needs.



### PASSIONATE ABOUT EDUCATION FOR WOMEN.

The IMM is a Proud Sponsor of Nande Hadebe

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