



**Ghana School of  
Marketing (GSM)  
Brochure**

# INTRODUCTION

The Chartered Institute of Marketing, Ghana established the Ghana School of Marketing (GSM) on October 15, 1991 to provide tuition for the training of members and non-members seeking to upgrade or train as marketing professionals.

Presently, the GSM is an Accredited CIMG Study Centre and provides tuition for CIMG Qualifications, training for individuals who wish to study for the Institute of Marketing Management (IMM) South Africa for an on-line dual marketing qualification.



It aims at helping individuals who work during the day to pursue the professional course in a more flexible way. Students who study for the London Chamber of Commerce and Industry (LCCI); and the IMM, SA courses are motivated by our highly trained lecturers and the Institute's effort in helping the graduates obtain jobs after completion.

**MAJORITY OF THE STUDENTS WHO HAVE PASSED OUT OF THE SCHOOL ARE GAINFULLY EMPLOYED.**

#### **OUR OFFICE**

Location: Baatsona, Off Spintex Road, Behind Coastal Estates

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# Why Choose Ghana School of Marketing?

## **SERVICES/PROCESSES**

- Affordability
- Flexibility
- Outstanding Delivery
- Clear and concise processes
- Average response time - as quickly as possible
- Inclusiveness

## **DELIVERY MODE**

- Hybrid: (Evening and weekend classes)
- GSM SPECIAL: ON DEMAND

## **FACULTY**

- Devoted
- Student-focused
- Empathetic

# CIMG QUALIFICATIONS

Charter Status and Employment Driven Qualifications.

7 Research-Driven Selected Pathways with syllabus to respond to a range of emerging issues or Challenges.

Carefully designed to meet the increased need for local qualifications in Ghana and Africa at large by marketing professionals from all sectors of the economy.

Get the prestigious PROFESSIONAL MARKETER – CIMG USP and enjoy a Rewarding and Fascinating Career in Professional Marketing

## **QUALIFICATIONS STRUCTURE:**

**Pathways 1-3:** Foundation Stages

**Pathway 4:** Applied Marketing Knowledge

**Pathway 5:** Applied Marketing Skills

**Pathways 6 & 7:** Strategic Professional Marketing



# CIMG PROGRAMME PATHWAY 1: PROFESSIONAL CERTIFICATE IN MARKETING

Subjects	Competency Control
Fundamentals in Marketing	Insight Into Behavioral Competence
Buyer Behaviour	Customer Experience
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. Fees**

- Registration - GHS 100
- Tuition per subject - GHS 250

# CIMG PROGRAMME PATHWAY 2: PROFESSIONAL ADVANCED CERTIFICATE IN MARKETING

Subjects	Competency Control
Decision Making Techniques	Risk
Management in Practice	Behavioral Competences
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. Fees**

- Registration - GHS 100
- Tuition per subject - GHS 250

# CIMG PROGRAMME PATHWAY 3: DIPLOMA IN PROFESSIONAL MARKETING

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

## *CIMG PROGRAMME PATHWAY 3: Diploma in Professional 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. Fees

- Registration – GHS100
- Tuition per subject – GHS 300

## CIMG PROGRAMME PATHWAY 4: PROFESSIONAL BACHELOR’S DEGREE IN APPLIED MARKETING

Subjects	Competency Control
International Marketing	Partnership Marketing
Financial Management for Marketers***	Monitoring and Measurement
Managing Marketing Project ***	Risk and Reputation
Digital Customer Experience ***	Digital Integration



Product Management	Product Management
Customer Relationship Management	Relationship Marketing
Mastering Marketing Metrics***	Monitoring and Evaluation
Managing Corporate Reputation***	Reputation Risk

### *CIMG PROGRAMME PATHWAY 4: Professional 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 Degree in Applied Marketing

#### **iv. Fees**

- Registration - GHS100
- Tuition per subject - GHS 500

# CIMG PROGRAMME PATHWAY 5: PROFESSIONAL POSTGRADUATE DIPLOMA IN MARKETING

Subjects	Competency Control
Integrated Marketing Communications (IMC)	Integrated Marketing Communications
Strategic Marketing in Practice (Case Study) ***	Technical and Behavioural Competencies
Strategic Marketing Management	Technical and Behavioural Competencies
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 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. Fees

- Registration – GHS 100
- Tuition per subject – GHS 600

## CIMG PROGRAMME PATHWAY 6: PROFESSIONAL MARKETER – CIMG USP

OPTION 1	<ul style="list-style-type: none"><li>• Financial Services Marketing</li><li>• Energy Marketing</li><li>• Specialized Commodities Marketing / FMCG Marketing</li></ul>
OPTION 2	<ul style="list-style-type: none"><li>• Public Sector Marketing</li><li>• Political Marketing</li><li>• NGO Marketing</li></ul>
OPTION 3	<ul style="list-style-type: none"><li>• Energy Marketing</li><li>• Transport and Logistics Marketing</li><li>• Agri-Business Marketing</li></ul>
OPTION 4	<ul style="list-style-type: none"><li>• Financial Services Marketing</li><li>• Telcos and Digital Platform Marketing</li><li>• Printing, and Communication Agency &amp; Publishing Marketing / FMCG Marketing</li></ul>
OPTION 5	<ul style="list-style-type: none"><li>• Education, Health and Hospitality Marketing</li><li>• Sports and Entertainment Marketing</li><li>• Political Marketing 'OR' Printing and Communication Agencies</li></ul>

## 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. Fees

- Registration – GHS 100
- Tuition per subject – GHS 650

## CIMG PROGRAMME PATHWAY 7: PROFESSIONAL MASTER'S DEGREE IN APPLIED MARKETING – (RESEARCH - BASED)

Subjects	Competency Control
Marketing Consultancy Practice	Research Methods and Dissertation
Change and Transformation in Marketing	Change Agent
Professional Services Marketing	Entrepreneurial Change

### **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. Fees**

- Registration – GHS 100
- Tuition per subject – GHS 700

## **EXAMINATION DIETS:**

Starting September 2021, the 1st examination will take place. Subsequently, examinations will 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.