



**THE CHARTERED  
INSTITUTE OF  
MARKETING, GHANA**



**INDIVIDUAL MEMBERSHIP APPLICATION FORM**

1.	SURNAME:	
2.	OTHER NAME:	
3.	DATE OF BIRTH:	
4.	EMPLOYER'S ADDRESS:	
5.	CONTACT ADDRESS:	
6.	TEL/FAX:	E-MAIL:
7.	CURRENT POSITION:	
8.	EDUCATIONAL/PROFESSIONAL QUALIFICATION (PLEASE ATTACH DETAILED CV & PHOTOCOPIES OF CERTIFICATE):	
9.	WORKING EXPERIENCE:	
10.	MEMBERSHIP CATEGORY APPLIED FOR:	
11.	MEMBERSHIP OF OTHER PROFESSIONAL BODIES:	
12.	REFEREES	
	1.	
	2.	
	3.	

## FOR OFFICIAL USE ONLY

1.	DATE RECEIVED:
2.	DATE APPROVED:
3.	CATEGORY:
4.	MEMBERSHIP NO.: <span style="float: right;">CERT NO.:</span>
5.	CHAIRMAN, MEMBERSHIP COMMITTEE:
6.	DATE:
7.	AMOUNT PAID:
8.	RECEIPT NO.:

	CATEGORY	REGISTRATION	ANNUAL SUBSCRIPTION
1.	FELLOW	GH¢ 20.00	GH¢ 250.00
2.	FULL MEMBER	GH¢ 5.00	GH¢ 200.00
3.	HONORARY	GH¢ 5.00	GH¢ 300.00
4.	ASSOCIATE	GH¢ 5.00	GH¢ 150.00
5.	CIMGe	GH¢ 5.00	GH¢ 100.00
	(Emerging Associate Member)		
6.	GRADUATE	GH¢ 5.00	GH¢ 80.00

### MEMBERSHIP CRITERIA

#### **FELLOW: A person with at least one of the following qualifications**

- I. A fellow of the CIM, UK
- II. A fellow of any other recognized marketing professional body approved by CIMG
- III. A full member with over 15 years contribution to marketing practice or education, and who has a highly proven record of expertise, experience and success within senior management in Ghana or elsewhere.
- IV. A full member who has served on council for more than twelve years.

**NB:** The decision for conferring a fellow status is vested in the Governing Council

#### **FULL MEMBER: A person with at least one of the following qualifications:**

- I. Full member of the Chartered Institute of Marketing, UK
- II. Full member of any other recognized marketing professional body approved by CIMG
- III. A degree in Business related subjects, with a minimum of 10 years practical experience within a recognized area of marketing practice or marketing education and continues to hold such an appointment equivalent to a Marketing Director.

**ASSOCIATE MEMBER: A person with any one of the following qualifications:**

- I. Associate member of CIM UK
- II. Associate member of any other recognized marketing professional body approved by CIMG.
- III. A Degree in a business related subjects with a minimum of 3 years experience in a recognized area of marketing.
- IV. Certificate of participation in CIM Postgraduate Diploma in Marketing
- V. A non-degree in Business related subjects, with a minimum of 10 years practical experience within a recognized area of marketing practice or marketing education and continue to hold such an appointment equivalent to a Marketing Director

**ACIMGe (Emerging Associate Member)**

Other non-business degrees with at least 5 years experience in a recognized area of marketing.

**GRADUATE MEMBER: A person with any one of the following qualifications:**

- I. CIM UK Diploma course
- II. University degree in business related subjects with marketing specialization
- III. HND Marketing graduates with no practical experience.

**HONORARY MEMBER:**

- I. Should have more than fifteen (15) years marketing experience and should be at senior management position
- II. CIMG Marketing Man and Marketing Woman of the Year award.

**STUDENT MEMBERSHIP:**

Should be a candidate of CIM UK, or other tertiary institutions pursuing marketing qualifications

EXECUTIVE DIRECTOR  
CHARTERED INSTITUTE OF MARKETING, GHANA  
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TEL/FAX.233-0302-241160  
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website: www.cimghana.org

## MEMBERSHIP BENEFITS

- i.* Free marketing mix magazine
- ii.* Negotiated discounts as follows:
  - Holy Trinity Clinic 100% discount on consulting fee
  - Graphic Range of products - 15% discount on annual subscription
  - Business and Financial Times - 25 % discount on annual subscription
  - Melcom-Free membership of VIP Club and a regular discount on all purchases except food items.
  - Discount on services/product purchased at Honda Place, Regency Hotels, SIC Company and Emirates Airline
  - 20% discount on all training programmes organised by CIMG including those of GSM & the CIMG Executive School.
  - In-house training of staff and provision of consultancy services by CIMG at discounted fee
- iii.* Free legal helpline from the Legal and Ethics Committee of CIMG
- iv.* Opportunity to attend top-notch CIMG events free or discounted when free-paying.
- v.* Possibility of obtaining credits during job interviews as a paid up member of the CIMG
- vi.* Assistance in job search
- vii.* Spill over effect to members of the value associated with the Institute's programmes like - the Annual Awards, Seminars, Conferences and Presidential Ball.
- viii.* Awards granted to members who take on projects and positions of responsibility for the institute and to serve on committees, which also enrich their Cvs.
- ix.* Opportunities for professional marketers to network and share on the job experiences and obtain career counselling