

# 10 REASONS TO BELIEVE

## 1 Have your qualification requested by name

### Accreditations, partnerships and memberships

With accreditations, partnerships and memberships across local and international industry, IMM Graduate School qualifications are preferred by expert employers.

**Employers ask for IMM qualifications by name.**

## 2 Be at the forefront of flexible study

### Blended learning model

IMM Graduate School's blended learning model allows students to study towards their qualification from anywhere in the world.

With a self-directed approach, you are in control of preferred timelines and learning strategies. Study remotely online, watch e-tutorials on your schedule, participate in eMasterclasses and/or attend on-campus tutorials during the day (depending on your base). Complete your certificate qualification in one or up to four years and your diploma and degree qualifications in three or up to eight years.

**Study at your own pace, in your own time.**

## 3 Be taught by industry experts

### Our faculty

Our faculty are active and practicing Marketing and Supply Chain managers, active in their fields. Thought leadership is taught by academics who are experienced and connected with industry trends.

IMM Graduate School's academic board comprises industry experts whose commitment ensures our world-class qualifications remain relevant in the world of work.

**IMM has a solid track record of training ready-for-work graduates.**

## 4 Local and international accreditation

### Our qualifications

All IMM Graduate School qualifications are registered with the South African Qualifications Authority (SAQA) and quality assured by the South African Council on Higher Education (CHE) and the Higher Education Quality Committee (HEQC).

The IMM Graduate School programmes are aligned to the Higher Education Qualification Sub Framework (HEQSF). Working in close collaboration with international marketing and supply chain industries, and leading academic experts, the qualifications are not only aligned with the HEQSF requirements, but place IMM Graduate School students in an even stronger position for career acceleration opportunities.

**For those with global ambitions, most international countries recognise SAQA qualifications and evaluate them accordingly.**

## 5 Culture

### You are not alone

Remote, maybe, but no IMM Graduate School student needs to feel as if they're studying alone. Student life thrives — on and off campus, on- and offline. Student Support Centres and campuses provide rich social engagement. eDiscussion Forums, eLearn and the Student Portal provide international students the opportunity to connect beyond borders.

**Fully aware of the challenges involved in studying remotely, IMM Graduate School commits to meeting the academic, practical and emotional needs of students.**



## 6 Professional development beyond a certificate

### Work readiness

MM Graduate School is committed to preparing graduates for the world of work; complete with an edge to build a career they can be proud of.

Our Professional Development initiative aims to provide a 360-degree solution to all students and industry professionals; from first qualification to continuous professional development, as they grow their careers.

The expanded curriculum equips students with problem-solving, creativity, communication and 'soft' skills. It teaches critical thinking, conflict management training, and CV compilation. It provides networking and workplace opportunities, so that students may thrive personally and professionally. Because success is so much more than a certificate

**59% of students felt that their colleges and universities could have done more to prepare them for their careers.**

## 7 Credibility

### 60 years experience

Founded as a distance learning institution, IMM Graduate School has over 60 years' experience. Emboldened yet untethered by tradition. 30 000 students have graduated through our walls and portals, many of whom hold key positions internationally.

## 8 Connect with an industry in motion

### #IndustryConnectedness

Industry connectedness is a vital IMM Graduate School differentiator. In an increasingly integrated world, for students to be aware and prepared for on-the-ground industry expectation is game changing.

Look forward to :

- Networking events hosted by The Institute of Marketing Management and IMM Graduate School
- IMM Fridays that host leading marketing experts and keynote speakers
- Access to The Strategic Marketing Magazine, the premier publication dedicated to marketing in South Africa and Africa. Workplace experience and induction at various stages of study. The IMM Job Market, which
- aims to match students with employers

## 9 Gain membership to professional bodies

### We're in and of the game

The IMM Graduate School boasts professional partnerships with leading industry players.

Chartered Institute of Marketing (CIM), UK

IMM Graduate School is the only Chartered Institute of Marketing (CIM), UK accredited institution in South Africa, affording students the opportunity to gain professional qualifications through the CIM Accredited Degree process.

### Chartered Institute of Logistics and Transport (CILT)

Professional member of the Chartered Institute of Logistics and Transport (CILT), the global body of international professionals in supply chain, logistics and transport.

### The African Marketing Confederation (AMC)

Closely tied to The African Marketing Confederation (AMC); the Pan-African body of marketing professionals.

### Memberships and Associations

Member of the Association of Private Providers of Education, Training and Development (APPETD)  
National Association of Distance Education and Open Learning of Southern Africa (NADEOSA)  
and Association of African Universities (AAU).

## 10 Feel ready. Be ready

### Your career

An academic qualification should equip you for your career. Full stop. IMM Graduate School's blended learning approach, faculty experts, industry connectedness, professional development and lighthouse strategy promotes graduates who aren't just qualified, but ready.

