Expert Marketing
and Supply Chain Education

# Where Ambition Becomes Capability



IMM Graduate School

# Our History

**Established in 1948, the IMM Graduate School has been a leader in marketing education for over 77 years.**

The addition of supply chain qualifications from 2012, has diversified our academic offerings to continue a legacy of innovative teaching and industry-aligned curricula that produce graduates who excel in both industries.












# Our Vision

The IMM Graduate School strives to be the private higher education provider of choice and the centre of research and academic excellence for marketing, supply chain and business management.

# Our Mission

Our mission is to continually impart knowledge, expertise, and relevant quality skills that produce professionally qualified and well-equipped graduates.

# Our Partnerships

The IMM Graduate School remains committed to elevating the Marketing and Supply Chain fields through its establishment of the **IMM Institute,** a professional body that not only serves both industries in South Africa but also champions the advancement of marketing in Africa as a founding member of the **African Marketing Confederation** (AMC).

IMM Institute
Established in 1948

AFRICAN MARKETING CONFEDERATION



# Our Values

| *We value* | |
|---|---|
| **Expert**<br>**Mastery** | Excellence, Intelligence,<br>Knowledgeable |
| *We value people who are* | |
| **Thoughtful** | Considered, Inspirational,<br>Attentive |
| **Proper** | High quality, Do the right thing,<br>Integrity, Honesty |
| **Bold** | Brave, Courageous,<br>Open-minded, Transformative |



# Accreditation

**The IMM Graduate School is a registered private higher education institution with the Department of Higher Education And Training (DHET). Certificate Number: 2000/HE07/013**

**Our qualifications are accredited by the Council on Higher Education (CHE) and registered on the National Qualifications Framework (NQF) by the South African Qualifications Authority (SAQA).**

## International and Professional Accreditations:

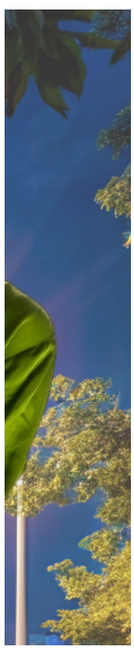
Chartered Institute of Marketing (CIM)

Chartered Institute of Logistics and Transport (CILT)

South African Private Higher Education (SAPHE)

Association of Private Providers of Education, Training and Development (APPETD)

Network of International Business Schools (NIBS)



# Academic Benefits

The IMM Graduate School offers our students the opportunity to be part of an established and reputable academic institution with the versatility and convenience of a learning pathway that suits their career commitments and personal lifestyle, while allowing them to enjoy the benefits of:

- **Accredited and recognised** quality-assured qualifications.
- **Industry-aligned education** developed with local and international marketing and supply chain experts.
- Versatile learning options, including **online, in-person or a combination of both**.
- A dedicated **support system** that connects students with the academic resources needed to achieve their qualifications.
- **Partnerships with global industry organisations** give graduates professional and global recognition to achieve more in their careers.
- Graduates are fully prepared for their careers with practical and professional **career readiness skills training** and qualifications.
- Collaborations with top industry players give students **connections and networking opportunities** in their chosen profession.
- Students earn a **comprehensive, career-ready qualification** that is highly sought after and asked for by name by top companies both in South Africa and the world.





With a legacy of

**over 77 years,**

the IMM Graduate School has

produced **33,000 graduates**

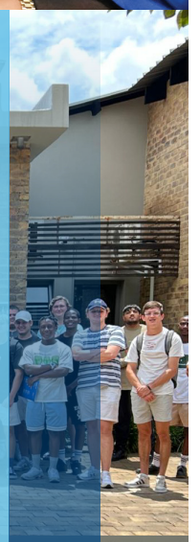
who have made significant

contributions in their respective fields.















# The IMM Graduate School in Numbers for 2025

Our student community extends across **22 countries,** supported by a faculty of over **140 experts and academic leaders**, including:

33 Doctorates
33 Masters
23 MBAs
2 LLBs
5 Professors
28 Honours

**1,220 qualifications** were conferred in 2025, including:

Certificates: 254
Diplomas: 21
Degrees: 749
Postgraduate Diplomas: 65
Honours Degrees: 127
Master's Degrees: 4

# MARKETING

## *Undergraduate Programmes*

| | | | |
|---|---|---|---|
| Higher Certificate in Marketing | **NQF Level 5** | **SAQA ID 86826** | |
| Diploma in Marketing | **NQF Level 6** | **SAQA ID 79546** | |
| Bachelor of Business Administration in Marketing Management | **NQF Level 7** | **SAQA ID 118283** | CIM The Chartered Institute of Marketing |
| Bachelor of Commerce in Marketing & Management Science | **NQF Level 7** | **SAQA ID 112917** | The Chartered Institute of Logistics and Transport |

## *Postgraduate Programmes*

| | | | |
|---|---|---|---|
| Postgraduate Diploma in Marketing Management | **NQF Level 8** | **SAQA ID 78946** | CIM The Chartered Institute of Marketing |
| Bachelor of Philosophy Honours in Marketing Management | **NQF Level 8** | **SAQA ID 79366** | |
| Master of Philosophy in Marketing | **NQF Level 9** | **SAQA ID 86806** | |

## Careers

Digital Marketing Specialist
Social Media Manager
Brand Manager
Content Marketing Manager
Performance Marketing Manager
Omnichannel Strategy Lead
Growth Marketing Strategist
Marketing Technology Director
E-commerce



# SUPPLY CHAIN

## *Undergraduate Programmes*

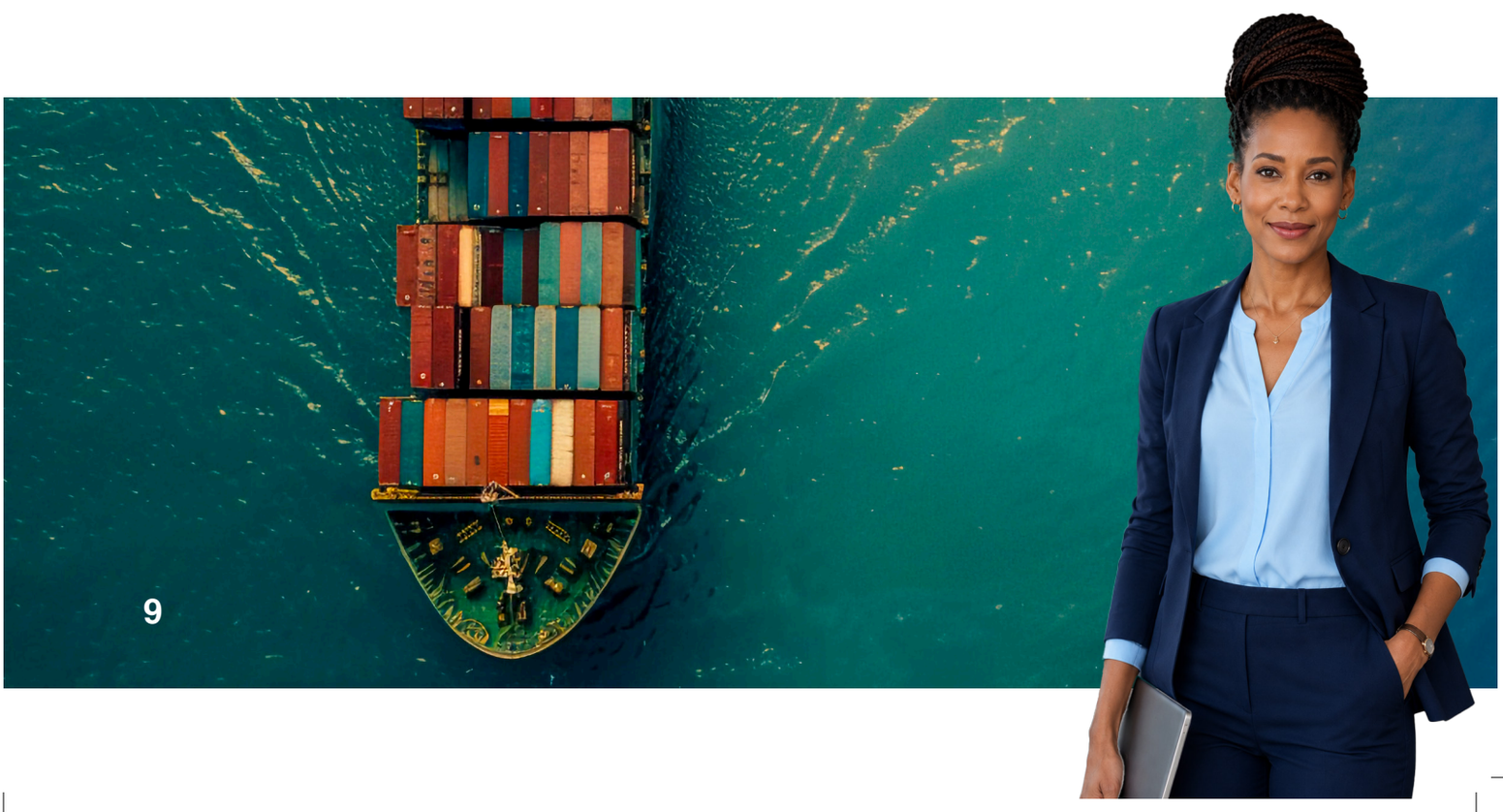
| | | |
|---|---|---|
| Higher Certificate in Supply Chain Management | **NQF Level 5** | **SAQA ID 117683** |
| Higher Certificate in Project Management | **NQF Level 5** | **SAQA ID 118438** |
| Bachelor of Commerce in International Supply Chain Management | **NQF Level 7** | **SAQA ID 110628** |

## *Postgraduate Programmes*

| | | |
|---|---|---|
| Postgraduate Diploma in Supply Chain Management | **NQF Level 8** | **SAQA ID 125997** |
| Bachelor of Commerce (BCom) Honours in Supply Chain Management | **NQF Level 8** | **SAQA ID 117085** |
| Master of Commerce (MCom) in Supply Chain Management | **NQF Level 9** | **SAQA ID 124669** |

### Careers

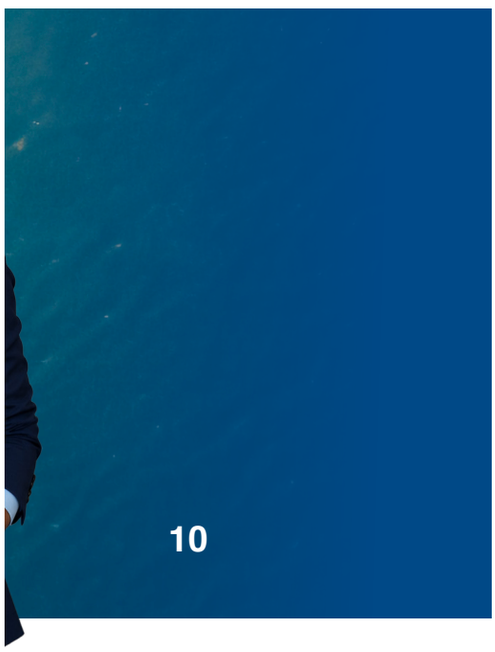
- Logistics Manager
- Procurement Specialist
- Supply Chain Planner
- Digital Logistics Manager
- Risk and Resilience Planner
- E-commerce Supply Chain Manager
- Global Supply Network Planner
- End-to-End Supply Chain Transformation Manager



# Campuses

**Parktown**
No. 2, 3rd Avenue,
Parktown,
Johannesburg, 2193
011 628 2095
info.parktown@immgsm.ac.za

**Stellenbosch**
2nd Floor,
Bosman's Business Centre,
Distillery Street,
Stellenbosch, 7600
021 883 9102
info.stellenbosch@immgsm.ac.za



# Student Support Centres

**Pretoria, Groenkloof**
Harlequins Office Park,
164 Totius Street,
Groenkloof, Pretoria, 0027
087 898 8471/2
info.pretoria@immgsm.ac.za

**Cape Town**
Floor 1, Cape Town Cruise Terminal,
Victoria & Alfred Waterfront,
Cape Town, 8002
021 671 4426
info.ct@immgsm.ac.za

**Durban**
Hollywoodbets Kings Park
Stadium, Suite 752, Ramp 4,
Jacko Jackson Drive,
Stamford Hill, 4001
031 312 2239
info.dbn@immgsm.ac.za

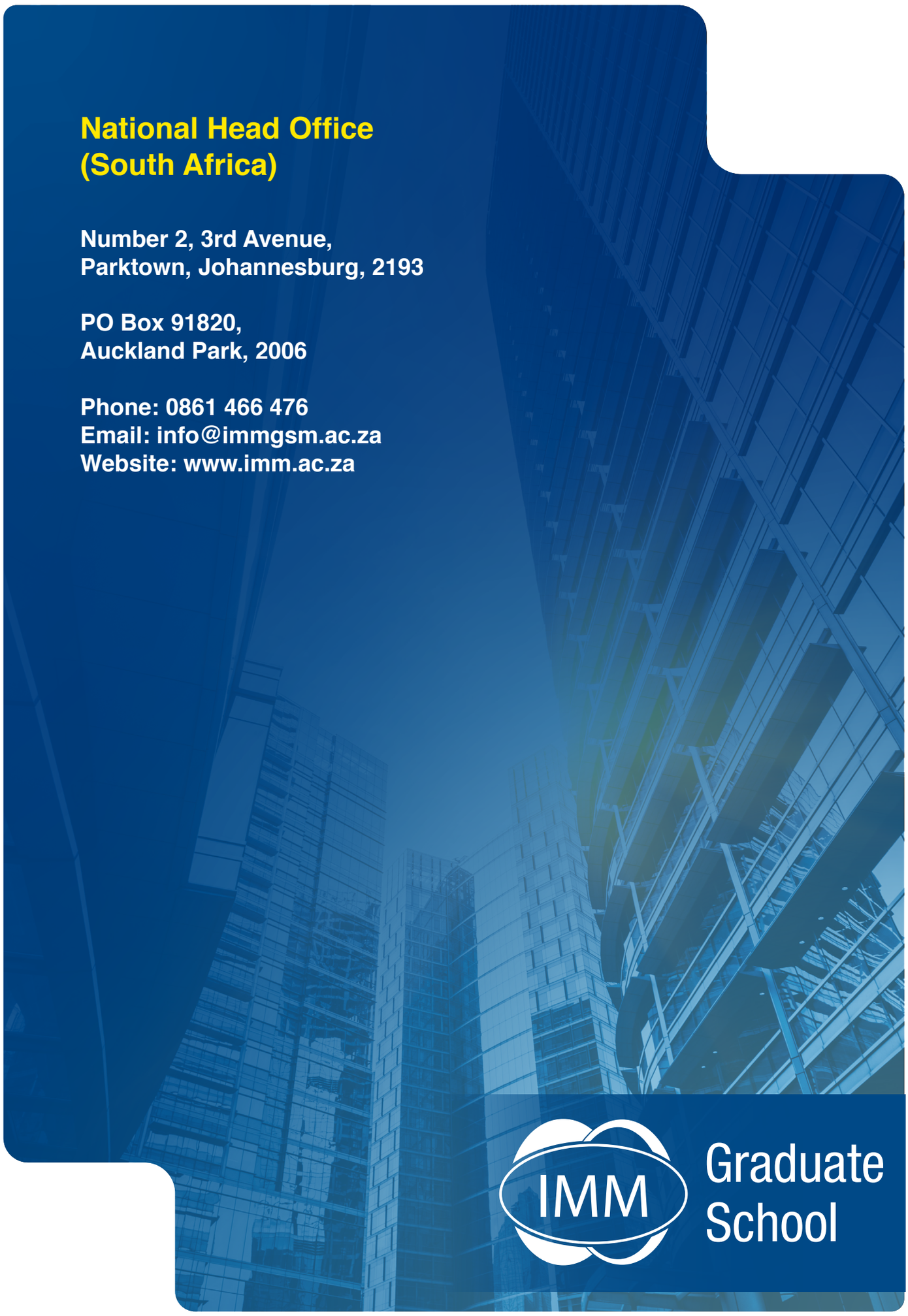
**Harare (Zimbabwe)**
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