



**PROFESSIONAL DEVELOPMENT**  
**FREQUENTLY ASKED QUESTIONS**

**Updated: December 2024**

Question	Answer
<b>What is the Professional Development Initiative?</b>	
1	<p>What is the Professional Development initiative all about?</p> <p>One of the greatest challenges for graduates is to acquire the interpersonal skills demanded in the workplace, over and above the academic and technical skills obtained at the IMM Graduate School. The Professional Development initiative has been designed to give our graduates the theoretical and practical framework needed to develop professional behavioural competencies.</p> <p>This initiative offers students non-academic skills, behaviours and tools necessary to achieve success in their careers. Students will learn how to interact with co-workers and clients and how to navigate the world with confidence.</p>
2	<p>How is Professional Development benefiting me?</p> <p>Our learning and teaching approach supports work readiness and personal growth through a variety of academic and professional development initiatives.</p> <p>The Professional Development initiative provides life-time membership of the Institute of Marketing Management (provided you have completed all three levels of our Professional Development).</p>
3	<p>Is my graduation with the IMM Graduate School dependent on my participation in the Professional Development initiative?</p> <p>No, it is not.</p>

**Frequently Asked Questions: Professional Development**

4	Are there different levels of participation in this initiative?	<p>Yes, there are three levels:</p> <ul style="list-style-type: none"> <li>● Level 1 = Bronze (you need to complete a minimum of 5 activities to receive your certificate)</li> <li>● Level 2 = Silver (you need to complete a minimum of 5 activities to receive your certificate)</li> <li>● Level 3 = Gold (you need to complete a minimum of 5 activities to receive your certificate. The gold certificate will only be issued on completion of your qualification)</li> </ul>
5	Is the Professional Development time bound?	<p>As a registered student of the IMM Graduate School, you have access to the Professional Development initiative every semester throughout the duration of your academic qualification.</p> <p>In order to ensure that our Professional Development is current - we ensure that it gets updated and our students have the opportunity to keep their professional skills relevant and aligned to industry requirements.</p>
6	What are the different Professional Development categories?	<ul style="list-style-type: none"> <li>● <b>Personal Growth Activities:</b> Personal Growth Activities focus on soft skills students will need in the workplace. These activities are offered by external partners who have specific expertise in each of the topics presented. These are based on the “10 Essential Skills for Every Future Proof Organisation by 2025” according to the World Economic Forum</li> <li>● <b>Skills Development Courses:</b> The objective of the skills development courses (micro-learning courses) is to teach our students one key objective at a time. The content compliments and supports the key marketing, supply chain and business focus within our various qualifications. The learning completion is no more than 30 minutes per skills development course.</li> <li>● <b>Podicles:</b> A Podicle is a unique form of digital media that combines the elements of an article and a podcast in a visually enticing way. The purpose of Podicles is to communicate information quickly as trends develop, so as to keep its audience up-to-date with industry developments and at the same time build credibility for the IMM Graduate School.</li> <li>● <b>Entrepreneurial Hub:</b> Our Entrepreneurial courses are carefully designed to equip you with the skills and resources that you need to make a deep impact in society with all your brightest business ideas.</li> <li>● <b>Conversation Café:</b> Our Conversation Café is filled with all the latest news about the Professional Development initiative. We also schedule masterclasses from this Pillar. Talk to your lecturer on the eDiscussion forum. Make sure to check in here often.</li> </ul>

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Registration		
8	How do I get to participate in the Professional Development initiative?	New students and current students starting a new programme at the IMM Graduate School are automatically included as participants to the Professional Development Initiative. All other students are welcome to join our Professional Development initiative. Please contact one of our consultants or visit a Student Support Centre.
9	Is it compulsory to participate in the Professional Development Initiative?	The Professional Development initiative is compulsory for new students registering with the IMM Graduate School for the first time and existing students that are registering for a new programme.
10	How much is the fee for the Professional Development initiative?	IMM Graduate School Students: R1 780 per semester (2024).
11	When is the Professional Development registration fee payable?	The fee will be raised on SIMS for all new students and existing students who are registered on a new programme. The registration fee is payable with each semester registration.
Requirements		
12	Is this initiative compulsory for returning students starting a new programme?	It is compulsory, with the exception of Master’s students who are not required to participate in this initiative.
13	May I apply for exemption if I have completed a similar programme elsewhere?	Unfortunately, no exemption will be granted. This initiative is custom designed for IMM Graduate School students and cannot be compared with other programmes on the market.
14	Do I need to submit any assignments or write exams?	No, that is not a requirement. However, you need to compile a Portfolio of Evidence (PoE). Your PoE activities will be recorded on eLearn as proof of participation. An activity badge will only be issued once you have completed and

		uploaded the PoE exercise related to each of the activities and you have successfully completed a short survey related to the specific activity.
15	How will I know I have completed an activity?	At the end of each activity you will need to complete a self-assessment exercise (PoE activity). Then you would be required to complete a short survey related to the activity. Once you have done both the PoE activity and the survey you will be issued with a badge.
Participation		
16	What is the duration of the Professional Development initiative?	IMM Graduate School students participate each semester for the duration of their studies. Students must complete a minimum of five activities in each level of participation (these certificates: bronze certificate, silver certificate and the gold certificate will be issued when the degree is conferred).
17	May current/existing students participate in the Professional Development initiative?	Yes, returning students are welcome to register for the Professional Development initiative. Please contact one of our consultants or visit one of our Campuses or Student Support Centres.
Activities		
18	Am I allowed to do more activities than the minimum requirement?	<p>Yes, you may, in fact we encourage you to do so. There is no limit to the number of activities you may do. You have to complete a minimum of five activities before receiving a certificate of completion per level (bronze and silver). Please note certificates will only be issued in November each year.</p> <p>Your gold certificate will only be issued once you have completed the minimum 5 activities per level and upon completion of your IMM Graduate School qualification.</p> <p>You are however encouraged to complete as many activities as you wish. After all, your success is dependent on you differentiating yourself from everyone else seeking employment?</p>

19	Are any of the activities on the Professional Development initiative credit bearing?	None of these activities are credit bearing.
20	Can I repeat or redo activities if I want to?	Yes, you may. However, only one attempt will be accounted for as part of the minimum five activities you need to complete per level.
21	How will I access all the activities available on the Professional Development initiative?	New students and existing students starting a new programme with the IMM Graduate School will automatically be included in the Professional Development initiative. You will have access on your eLearn home page. There is a dedicated tile for the Professional Development initiatives. All activities related to the initiative will be available here.
22	How many activities do I need to complete in order to receive my certificate of completion for each of the levels of engagement?	<p>You need to complete a minimum of five different activities per level (bronze, silver, gold) across any of the categories on the Professional Development initiative. Once you have completed these five activities, you will receive a certificate of completion. Certificates will be issued in the month of November.</p> <p>Your gold certificate will only be issued once you have completed the minimum 5 activities and upon completion of your IMM Graduate School qualification.</p>
23	Is there a minimum number of Professional Development activities that I need to complete to receive my certificate of completion?	You need to complete a minimum of five (5) different activities for each of the three levels (bronze, silver and gold).
Completion		
24	What will I receive once I have completed my five Professional Development activities?	You will receive a certificate of completion issued by the IMM Graduate School in the month of November. For each level (bronze, silver and gold), you will receive a separate certificate of completion and a badge. Once you have completed level three (gold level) of the Professional Development Initiative you will receive a Lifelong Associateship to the Institute of Marketing Management.

25	Can I complete all three levels in a calendar year?	You are afforded 1 year to complete the bronze level and another year to complete the silver level. In other words, it will take you two years to complete levels 1 and 2 (bronze and silver). We will make sure that you have access to eLearn for the full duration of the year which will allow you to complete your minimum five activities per level. In terms of the gold level, you will only be issued with your gold certificate once you have completed your minimum of five level 3 activities and have completed your IMM Graduate School qualification.
26	Will I receive badges for each activity and how can I share these badges on my social media?	<p>You will receive a badge for each activity you complete. You will also receive a badge with your certificate of completion once you have completed each of the three levels (bronze, silver and gold).</p> <p>Sharing a badge earned on the IMM Professional Development platform is achieved using a badge sharing service named 'Badge'. Badge allows someone to place the badges they have earned into their Badge 'backpack' and then share the badges on various platforms, including LinkedIn, Facebook and Twitter.</p> <p>To use the service, a student must set up their own Badge account and link their IMM Professional Development profile to their Badge backpack.</p> <p>This guide will take you through the process step by step:          Step 1: Set up your Badge account by going to badgr.com          Step 2: Link your IMM Professional Development profile to your Badge backpack          Step 3: Add the badges you have earned on the IMM Professional Development site to your Badge backpack          Step 4: Share your badge from your Badge backpack to your LinkedIn profile</p>
Institute of Marketing Management		
27	How is the Institute of Marketing Management involved with the Professional Development initiative?	The Institute of Marketing Management was established in 1948 and launched the IMM Graduate School qualifications in 1960. The Professional Development initiative is thus a partnership between the Institute and the Graduate School in an endeavour to ensure that students entering the workplace are equipped with the skills and competencies required in a working environment.
28	Is a certificate issued for associateship to the Institute of Marketing Management?	You will receive an electronic certificate and a digital badge for completing each level of Professional Development from the IMM Graduate School. You will receive a life-time Associateship Certificate from the Institute of Marketing Management after completion of the Gold level. Consult the Institute of Marketing Managements website

		( <a href="http://www.imminstitute.co.za">www.imminstitute.co.za</a> ) for a comprehensive schedule of benefits available to students. There are various benefits depending on which level of the Professional Development initiative you have completed
29	What is the difference between a Professional Development Associate and a Professional Associate?	<p>You may gain lifetime Professional Associateship (Platinum status) to the Institute of Marketing Management if you submit a CV and Certificates proving that you meet the following criteria:</p> <ul style="list-style-type: none"> <li>● Hold a marketing or business qualification that can be authenticated by an institutional authority</li> <li>● Have 10 years working experience in a marketing or business-related industry</li> <li>● Hold a senior position within your organisation</li> </ul> <p>Applicants who do not meet these criteria would need to complete the Professional Development activities via the IMM Graduate School and are therefore Professional Development Associates. Professional Associates may still opt to be a part of the Professional Development activities each semester.</p>