



## PROFESSIONAL DEVELOPMENT

### FREQUENTLY ASKED QUESTIONS

**Updated: June 2025**

Question		Answer
What is the Professional Development Initiative?		
1	What is the Professional Development initiative all about?	<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	How is Professional Development benefiting me?	<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	Is my graduation with the IMM Graduate School dependent on my participation in the Professional Development initiative?	No, it is not.

4	Are there different levels of participation in this initiative?	<p>Yes, there are three levels of participation in the Professional Development Initiative:</p> <ul style="list-style-type: none"> <li>● Level 1 – Bronze: Complete a minimum of 5 activities to receive your Bronze certificate.</li> <li>● Level 2 – Silver: Complete a minimum of 5 additional activities to receive a Silver certificate.</li> <li>● Level 3 – Gold: Complete a further 5 activities and your qualification. The Gold certificate is only awarded upon successful completion of your qualification.</li> </ul> <p>Because the Gold certificate is only issued at the end of your qualification, you may receive multiple Silver certificates during your studies, depending on your ongoing engagement with the initiative.</p>
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?	<p>The Professional Development Initiative is organised into <b>three core categories</b> designed to prepare you for both academic and workplace success. Each category includes curated content and experiences to support your growth.</p> <p><b>1. Personal Growth</b></p> <p>Personal Growth Activities focus on developing the soft skills students will need in the workplace. These activities are offered by expert external partners and are aligned with the <i>“10 Essential Skills for Every Future-Proof Organisation by 2025”</i> according to the World Economic Forum.</p> <ul style="list-style-type: none"> <li>● <b>Personal Growth Courses</b> are practical, relevant, and designed to help you build emotional intelligence, adaptability, and other critical human skills.</li> </ul>

	<p><b>2. Skills Development</b></p> <p>This category focuses on micro-learning and staying up-to-date with trends and tools relevant to your studies and future career. Each component supports key marketing, supply chain, and business themes across our qualifications.</p> <ul style="list-style-type: none"> <li>● <b>Skills Development Courses:</b> Designed to teach one key concept at a time in under 30 minutes.</li> <li>● <b>Podicles:</b> A unique form of digital media combining article and podcast formats to keep you informed of emerging industry developments, while reinforcing IMM Graduate School's thought leadership.</li> <li>● <b>Academic Snapshots:</b> Quick, focused learning moments that reinforce academic content.</li> <li>● <b>The Spill:</b> Short, engaging updates that unpack what's new in the business world—perfect for trend-spotters.</li> </ul> <p><b>3. Career Success</b></p> <p>This category is all about helping you build a bridge to the world of work, whether as a job-seeker or aspiring entrepreneur.</p> <ul style="list-style-type: none"> <li>● <b>Field Trips, Guest Lectures, and Institute Events:</b> Get exposure to real-world business environments and expert voices.</li> <li>● <b>Industry Reads and Reviews:</b> Stay in the loop with curated articles and commentary.</li> <li>● <b>Career Insights and Tools:</b> Learn about roles, technologies, and career paths that align with your qualification.</li> </ul>
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		<ul style="list-style-type: none"> <li>● <b>Career Success Courses:</b> Equip yourself with workplace-readiness and professional etiquette.</li> <li>● <b>Entrepreneurial Hub:</b> Our entrepreneurial courses are carefully designed to equip you with the skills and resources you need to bring your brightest business ideas to life and make a positive impact in society.</li> </ul> <p><b>Conversation Café</b></p> <p>This is your interactive space to stay up to date with Professional Development news and opportunities. Here you'll find announcements, join eDiscussion forums, and access scheduled <b>masterclasses</b>. Make sure to check in regularly and engage with your lecturers and peers.</p>
7	What is the Professional Development initiative all about?	<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>

Question		Answer
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 960 per semester (2025).
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?	<p>IMM Graduate School students participate in the Professional Development Initiative each semester for the duration of their studies. To progress through the levels, students must complete a minimum of five activities per level.</p> <ul style="list-style-type: none"> <li>• The <b>Bronze certificate</b> is awarded after completing five activities.</li> <li>• The <b>Silver certificate</b> is also awarded after five additional activities. Because the <b>Gold certificate</b> is only issued upon completion of your qualification, students may earn <b>multiple Silver certificates</b> throughout their studies based on continued participation.</li> <li>• The <b>Gold certificate</b> will be awarded when the qualification is officially conferred.</li> </ul>
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>

		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?
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?	<p>No, the Professional Development Initiative is structured to be completed over multiple years, with <b>only one certificate issued per year</b>, provided you complete a minimum of five qualifying activities for that level.</p> <ul style="list-style-type: none"> <li>• In <b>Year 1</b>, you can complete the <b>Bronze level</b> and earn your Bronze certificate.</li> <li>• In <b>Year 2</b>, you may progress to the <b>Silver level</b> and earn your first Silver certificate.</li> <li>• Because the <b>Gold certificate</b> is only issued <b>once you've completed both your qualification and five Level 3 activities</b>, students who take longer to complete their qualification (e.g. over 4 or 5 years) will continue earning additional <b>Silver certificates</b>—one per year, as long as five new activities are completed annually.</li> </ul> <p>So while you may complete the required number of activities, <b>you cannot receive more than one certificate per calendar year</b>, and the <b>Gold certificate will only be awarded upon graduation</b>.</p>
26	Will I receive badges for each activity and how can I share these badges on my social media?	<p>Yes, you will receive a <b>digital badge for every activity</b> you complete. You will also receive a <b>milestone badge</b> with your certificate when you complete each of the three levels (Bronze, Silver, and Gold).</p> <p>To showcase your achievements, you can share your badges on social media using a platform called <b>Badge</b>. This service allows you to store all your earned badges in a personal <b>Badge backpack</b> and share them on platforms such as LinkedIn, Facebook, and X (formerly Twitter).</p>



		<p>Here's how to get started:</p> <ol style="list-style-type: none"> <li>1. Go to <a href="https://badgr.com">badgr.com</a> and create your Badge account.</li> <li>2. Link your IMM Professional Development profile to your Badge backpack.</li> <li>3. Import your badges from the IMM PD platform into your backpack.</li> <li>4. Share your badge directly from your backpack to your LinkedIn profile or other social media.</li> </ol> <p>When sharing your badges, use these official hashtags to connect with the IMM community and increase visibility:</p> <p>#IMMGrowthMindset  #IMMPD  #IMMProfessionalDevelopment  #IMMFutureReady  #LevelUpWithIMM</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.</p> <p>Professional Associates may still opt to be a part of the Professional Development activities each semester.</p>
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