



**institute of
marketing in
malawi**



MEMBERSHIP CHARTER 2026

INSTITUTE OF MARKETING IN MALAWI (IMM)

is governed by its Articles of Association, which provide the legal basis for its operations and powers of the Council.

The Members' Charter guides the relationship between IMM and its members.



IMM is a locally recognised and registered marketing body whose agenda is to promote, enhance, and regulate the marketing profession in Malawi.

IMM started in January 2021, transitioning from CIM Malawi which was established over a decade ago.

IMM is the largest community of professional marketers in Malawi and is committed to serving the interests of its members and stakeholders.



10 Benefits of Being an IMM Member

- 1 Access to on-demand training, boot camps, and CPD opportunities
- 2 Access to professional peer reviews
- 3 Recognition through annual excellence awards
- 4 Increased networking opportunities
- 5 Gateway to leadership experience
- 6 Increased visibility and influence
- 7 Access to newsletters, magazines, and publications
- 8 Job placement and marketing advisory services
- 9 Funeral cash benefit to all IMM members
- 10 20% discount on all paints purchase from Rainbow Paints



CATEGORIES MEMBERSHIP BENEFITS

Membership Category	Eligibility	Direct benefits	Membership fee
Fellow (FIMM)	<ul style="list-style-type: none"> • Recognized Diploma in Marketing or equivalence of the IMM Professional Diploma in Marketing; or • Degree in Marketing accredited by the National Council for Higher Education equivalent recognised Degree in Marketing from a recognised university; or • Postgraduate Degree in Marketing; or • Diploma or Postgraduate Diploma in Marketing assessed using the TEVETA criteria; or • Chartered Institute of Marketing Professional Postgraduate Diploma in Marketing; or • Has significantly generated new product innovations and development; or • Has introduced unique marketing practices in commerce and industry; or • Has been engaged in marketing practice at Functional Head level of Marketing Manager and/or Marketing Director in a reputable or formal Fellow organization or as a Marketing Consultant for ten (10) years and above; or • Has significantly contributed to the body of knowledge through (FIMM) professional publications and literature; or • Has consistently undertaken advanced research in marketing academia for a minimum of ten (10) years; or • Has been engaged in marketing practice as a Senior Lecturer at either a reputable college or university for ten (10) years; or • Must have served for an additional seven (7) years in industry or academia from the time of being as Full Member of the Institute of Marketing in Malawi. • Applicants for Fellowship must provide three (3) written references from one Fellow of the Institute of Marketing in Malawi, one prominent marketing personality from industry or academia and his/her current or previous employers clearly authenticating the attainments of the applicant thereby indicating his/her suitability for membership of Fellowship category. 	<ul style="list-style-type: none"> • MK2,500,000 funeral cash benefit to be paid to family members in case a member dies • Membership Cards and Certificates. • Industry recognition • CPD points • Members only webinars 	MK240,000



CATEGORIES MEMBERSHIP BENEFITS

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Full Member	<ul style="list-style-type: none"> • Recognised Diploma in Marketing or equivalence of the IMM Professional Diploma in Marketing; or • Degree in Marketing accredited by the National Council for Higher Education or equivalent Degree in Marketing from a recognised university; or • Postgraduate Degree in Marketing; or Full Member • Diploma or Postgraduate Diploma in Marketing assessed using the TEVETA (MIMM) criteria; or • Chartered Institute of Marketing Professional Postgraduate Diploma in Marketing; and • A minimum of three (3) years relevant marketing experience in either commerce and industry or academia. 	<ul style="list-style-type: none"> • MK2,500,000 funeral cash benefits to be paid to family members in case a member dies. • Membership Cards and Certificates • CPD points • Members only webinars 	MK200,000
Honorary Member	<ul style="list-style-type: none"> • Distinguished work in marketing practice or education or in a related discipline. • Exceptional and exemplary services relating to marketing or a related 3 discipline. • Exceptional services rendered to the Institute; or Honorary Association to the Institute which is beneficial to it (HIMM) • The Council shall give notification of the intention to propose a person as an Honorary Member at a meeting of the Council. • The election of an Honorary Member shall be by unanimous vote of the members of the Council present at the subsequent meeting. 	<ul style="list-style-type: none"> • Recognized outstanding achievement 	Free



CATEGORIES MEMBERSHIP BENEFITS

Membership Category	Eligibility	Direct benefits	Membership fee
Student Member	<ul style="list-style-type: none"> • Recognised Certificate, Advanced Certificate or equivalence of the IMM Professional Diploma in Marketing; or • Degree in Marketing accredited by the National Council for Higher Education or equivalent recognised Degree in Marketing from a recognised University; or • Diploma or Postgraduate Diploma in Marketing assessed using the TEVETA criteria; or Chartered Institute of Marketing programme; and • Must be registered as a Marketing Student at a recognised Training Institution approved by the Council. 	<ul style="list-style-type: none"> • MK500,00 Funeral cash benefit to be paid to family members in case a member dies. • Membership Cards and Certificates • Internship • Mentorship • Certification Assistance • Discounted rates to major events, i.e., conferences and trainings. 	K30,000
Affiliate Member	<ul style="list-style-type: none"> • Recognised Diploma in any non-Marketing field; or Any Degree accredited by the National Council for Higher Education; or • Any Postgraduate Degree; or Diploma assessed using the TEVETA criteria; or • Any Professional Postgraduate Diploma; and • A minimum of three (3) years relevant work experience. 	<ul style="list-style-type: none"> • Mk1,500,000 Funeral cash benefit to be paid to family members in case a member dies. • Membership Cards and Certificates • Member only webinars • Industry association 	MK160,000

CATEGORIES MEMBERSHIP BENEFITS

Membership Category	Eligibility	Direct benefits	Membership fee
Platinum Member	<ul style="list-style-type: none"> • Corporates who are driven by cutting-edge business strategies. Very ambitious and focused to play a leading role in shaping the business agenda in their industry of domain. 	<ul style="list-style-type: none"> • MK2,500,00 Funeral cash benefit to be paid to each of the 6 family members in case a member dies. • 20% discount of paint purchased from Rainbow paints, free painting advise plus free painter for a large project. • Free delivery of paints for any order above MK5 million • Membership for 6 members • Free participation of two trainings for 2 members • Placement of "Platinum member of IMM" on all communication of IMM • IMM endorsement/ business referrals if your organization is involved in marketing services provision (marketing Agencies) • Research Agencies, collateral & POS material suppliers, etc. • 20%discount on job placement fees. From time-to-time IMM provides job placement services to paid up corporate members through scouting, recommendations and headhunting. • Recognition at all IMM webinars • Discounts of up to 15% through our partnerships 	MK2,000,000
Gold Member	<ul style="list-style-type: none"> • Businesses who aspire for leadership in their industry sectors. 	<ul style="list-style-type: none"> • Mk2,500,000 Funeral cash benefit to be paid to each of the 3 family members in case a member dies. • 20% discount of paint purchased from Rainbow paints • Free painting advise plus free Painter for a large project • Free delivery of Paints for any order above MK5 million • 10% discount on job placement fees • Discounts of up to 15% through our partnerships 	MK1,500,000
Silver Member	Marketing companies, Advertising agencies, public relations companies, persons or organizations providing professional marketing services and any other organizations with an interest in marketing.	<ul style="list-style-type: none"> • MK2,500,00 Funeral cash benefit to be paid to each of the 2 family members in case a member dies. • 20% discount of paint purchased from Rainbow Paints, free painting advise plus free painter for a large project. • Free delivery of Paints for any order above MK5 million • Placement of "silver member of IMM "on all IMM communication. • 10 % discount on job placement fees • Membership for 2 members • Discounts of up to 15% through our partnerships 	MK1,000,000
Star Member	Star-ups and corporate enterprise	<ul style="list-style-type: none"> • MK2,500,000 Funeral cash benefit to be paid to each of the 1 family member in case a member dies. • 20% discount of paint purchased from Rainbow Paints, free advise plus free Painter for a large project. • Free delivery of paints for any order above MK5 million • Membership for 1 member • 5% discount on job placement fees and advisory services • Discounts of up to 15% through our partnerships • Basic consultancy support 	MK500,000



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