



COVER

YB. Dato' Sri Mustapa Mohamed Minister of International Trade and Industry who is also the Patron of Institute of Marketing Malaysia (IMM).

PATRON

YB. Dato' Sri Mustapa Mohamed
Minister of International Trade and Industry Malaysia

HON. ADVISORS

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Founder and Executive Chairman
PDL Management Cop (M) Sdn. Bhd.

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Managing Director
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MARKETEER

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CORPORATE BRIEF

The Institute of Marketing Malaysia (IMM) is the only registered Institute in the country organised for the purpose of serving the marketing fraternity in Malaysia. Formed under the Society's Act 1979, the Institute has assisted and will continue to assist, train and bring together marketeers from various business and industries with one common goal that is to improve the marketing skills of all its members.

We therefore welcome everyone with a passion in marketing to join the Institute to support, promote and enhance professionalism in marketing.