

Chartered **CMMP**[®]

RECOGNITION OF WISDOM AND EXCELLENCE



CMMP ROADMAP 2022

Integrity • Knowledge • Excellence • Professionalism



DESIGNATION ROADMAP

Integrity • Knowledge • Excellence • Professionalism

Certified Marketing Management Professional (CMMP®) Designation Roadmap

Internationally Accepted Marketing Standards™ (IAMST)

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2. International Advisory Council for the Marketing Profession (IACMP)—Representing 192 countries.
3. Advisory Council of Marketing Practitioners (ACMP)—Representation from marketing practitioners.
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Introduction to Marketing

Marketing has evolved from a once simplistic view of a support function anticipating consumer wants and needs in order to satisfy organizational objectives, to the contemporary multifaceted discipline that propels organizations to industry growth and marketplace competitiveness. Whether from the current developments in logistics efficiencies and product and pricing strategies, to the recent advancements in promotional media, IIMP® has been able to acknowledge these industry changes and their impact on marketing practitioners throughout the global market.

The purpose of marketing is to profitably achieve organizational goals by determining and delivering customer satisfaction. However, marketing also addresses a larger audience and requires a solid understanding of all stakeholders' objectives. Stakeholders are all constituencies that have a particular interest in an organization, and not only those that are current customers. Among the many definitions of marketing, one states that marketing is the process of discovering, anticipating, and satisfying stakeholders' needs. Therefore, satisfying the existing customers' needs is just one facet of marketing's relationship with stakeholders. Marketing is associated with many disciplines like economics, psychology, sociology, and statistics.

About the International Institute of Marketing Professionals (IIMP®)

The International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organization which develops and advocates international standards within the marketing field. IIMP® was formed in July 2009 and is a pioneer in its leadership and strategic approach towards developing the Internationally Accepted Marketing Standards™ based upon Generally Accepted Marketing Principles™ and practices in the field of marketing.

The development of Internationally Accepted Marketing Standards (IAMST) is led by the Internationally Accepted Marketing Standards Board. The IAMST Board includes senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations across G-20 nations. These individuals are selected due to their outstanding professional and academic achievements in the areas of marketing, and their commitment to the spread of professional marketing knowledge.

The IIMP® has a large global advisory network. Currently the International Advisory Council for the Marketing Profession (IACMP) represents members across 192 countries, consisting of a broad cross-section of academic leaders, consultants and business professionals with extensive experience and expertise in the marketing field. Each of these council member represents a different country and is able to contribute by expressing points of view on the Generally Accepted Marketing Principles™ and Practices and contemporary marketing profession issues in their particular country or region.

The objective of the International Institute of Marketing Professionals is to develop Internationally Accepted Marketing Standards that are high-quality, practical, enforceable and comprehensive. The standards will implement best practices, policies and accountability in the field of marketing and will be used to establish integrity and ethical conduct in the marketing profession. By providing credibility to the marketing practices, interactions and transactions with clients within business-to-business and/or business-to-consumer marketing environments will be facilitated. The adoption of Internationally Accepted Marketing Standards will distinguish the marketing field from other disciplines and the standards will provide a framework and reference for training programs and marketing designations.

The IIMP® is devoted to executing the following major goals:

1. Publishing the **International Journal of Marketing Practices and Principles (IJMPP)**, a high quality scholarly publication of leading and innovative information in the areas of marketing, targeted at promoting the development and dissemination of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance.
2. Publishing the **Internationally Accepted Marketing Standards™ (IAMST) Handbook** based upon Generally Accepted Marketing Principles™ which will contain a description of generally accepted practices in the field of marketing and will set the criteria for IIMP® marketing management designation.
3. The development and establishment of a **Certified Marketing Management Professional (CMMP®) Designation** that will be offered at the four levels including Associate, Manager, Executive and Chartered.
4. The establishment of relationships with marketing associations and the development of IIMP® Institutes around the world, in order to promote the **Internationally Accepted Marketing Standards™ (IAMST)** and IIMP® marketing designations.
5. The accreditation and recognition of training centers internationally, in order to provide an educational foundation for the **Internationally Accepted Marketing Standards™ (IAMST)** and IIMP® marketing designations.
6. Participating in major marketing conferences and establishing an extensive award program in order to appreciate outstanding accomplishments of the marketing practitioners, students and academics globally.

Mission and Objectives of the (IIMP®)

Objectives for IIMP®

- a) Developing and promoting international standards for the practice and designations in the areas of marketing to be recognized globally;
- b) Accreditation of training providers for delivering quality and focused training;
- c) Building and implementing codes of ethics among members;
- d) Providing communication opportunities for those working in the field of marketing;
- e) Establishing appropriate testing and examination criteria for achieving marketing designations offered by the International Institute of Marketing Professionals.

Vision for IIMP®

To be the premiere association in setting standards for certifying marketing practitioners around the world.

Mission for IIMP®

To promote confidence in the Marketing Profession around the world through industry advancement of its members and working towards the public interest.

IIMP® Core Values

Integrity, knowledge, excellence and professionalism are the core values of IIMP® members.

The IIMP® Membership Categories:

- 1) **Student Member** - Those who are currently enrolled in Marketing related diploma or degree program at an accredited, or internationally equivalent, college/university may qualify to apply for IIMP® Student Membership. *Student Member Annual Fee: \$50 (CAD).*
- 2) **Regular Member** - Those who are interested in, or engaged in, the practice, teaching, research, in the areas of Marketing including those who have less than four years of professional experience in Marketing may qualify to apply to become the IIMP® Regular Member. Additionally, Those who meet entrance requirements and accepted to enter for the study of Associate CMMP® and Manager CMMP® programs will qualify to become IIMP® Regular Member. *Regular Member Annual Fee: \$100 (CAD).*
- 3) **Professional Member** - Those who are engaged in the practice, teaching, research, in the areas of Marketing and have more than four years of professional experience in the areas of Marketing may qualify to apply for the IIMP® Professional Member. Additionally, those who meet entrance requirements and accepted to enter for the study of Executive CMMP® and Chartered CMMP® programs will qualify to become the IIMP® Professional Member. *Professional Member Annual Fee: \$150 (CAD).*
- 4) **CMMP® Member** - Those who are granted awards of the CMMP® certifications including Associate, Manager, Executive and Chartered CMMP® will qualify to become a CMMP® Member of the IIMP®. *CMMP® Member Annual Fee: \$200 (CAD).*
- 5) **Corporate Member** - Any organization/corporate may qualify to apply for IIMP® Corporate Membership for all those employees who are involved in marketing related activities. A minimum of five individuals are required to qualify within the Corporate Membership category. In order to qualify for the Corporate Membership, a minimum of \$500 must be paid which will cover fees for the minimum requirement of five individuals (If all five members are not registered at the same time, the remaining may register anytime within a 12 month period from the first registration date). *Corporate Member annual fee of five members: \$500 (CAD).*
- 6) **Fellow Member** - Those who are IIMP® member for five consecutive years as Professional/Regular/CMMP® Member in good standing may qualify to apply for the IIMP® Fellow Member. *Fellow Member Annual Fee: \$90 (CAD).*

Certified Marketing Management Professional (CMMP®) Designation

IMMP® accreditation (CMMP®) is a respected measure of professional and academic excellence in the practice of marketing. This program recognizes the experience, dedication and competence of successful marketing professionals all around the world.

The CMMP® program consists of the following four levels, the **Chartered CMMP®** is the highest level of internationally-recognized marketing designation:

- 1) Associate CMMP®
- 2) Manager CMMP®
- 3) Executive CMMP®
- 4) Chartered CMMP®

The CMMP® Designation

- Candidates who successfully complete the CMMP® training and qualification process will gain a deep and comprehensive knowledge of key areas in marketing, which have the broadest application within the marketing field.
- Achievement of the CMMP® designation will denote the attainment of the highest professional education and ethical standards in Marketing.
- The CMMP® is a mark of distinction for those who demonstrate commitment to the marketing profession.
- Through successful completion of the qualification process individuals will meet levels of excellence in the field of Marketing Management.
- Successful candidates will demonstrate competencies in the knowledge, skills and abilities required to practice marketing effectively in today's global business arena.
- CMMP® designation holders will gain a competitive edge in the industry.
- It will provide marketing practitioners with the specialized knowledge, confidence and credibility needed to get ahead and take charge of their marketing oriented careers.
- Qualified professionals will be able to demonstrate their leadership skills and marketing expertise within their organizations.

The CMMP® and Beyond

- It is through the successful completion of the qualification process that candidates will be awarded the CMMP® designation. The CMMP® designation will be recognized on an international basis, which will demonstrate the individuals' capabilities and specialization within the marketing field.
- Each successful CMMP® designation holder will be associated with the International Institute of Marketing Professionals on an ongoing basis through the "CMMP® Membership". The CMMP® membership community will allow individuals to facilitate their professional development throughout their marketing careers. The "CMMP® Membership" will allow members to network with other qualified individuals and offer possibilities of internal and external connections on an international basis.

CMMP® Designation Road Map

The International Institute of Marketing Professionals is dedicated to developing, implementing and promoting Internationally Accepted Marketing Standards (IAMST) for the practice and designations in the areas of marketing on a global basis. Through the implementation of such a mandate the IIMP® designation is recognized by industry and enhances the marketability of marketing practitioners. Individuals who will achieve specific qualifications through their education and work experience in the marketing field will be able to obtain Certified Marketing Management Professionals (CMMP®) designation.

IIMP® designation holders gain a competitive edge in the marketing industry by achieving a high level of competence that can be demonstrated on a professional level. IIMP® designation will provide marketing practitioners with the specialized knowledge, confidence and credibility needed to get ahead and take charge of their marketing-oriented careers.

Designation Benefits

IIMP® has developed the Certified Marketing Management Professional (CMMP®) designation with the aid of senior marketing professionals representing 192 countries. Obtaining an IIMP® designation will provide benefits to marketing practitioners on an individual and organizational level.

Recognition / Accreditation

Through the accreditation of academic centers around the world, IIMP® will succeed in setting the highest level of educational programs in the marketing field. Graduates from these educational programs will build their credentials and will qualify to earn their IIMP® designations. Marketing professionals will be empowered through IIMP® designations, which require the highest level of expertise and professionalism in the marketing industry.

Autonomy

With an IIMP® designation, marketing practitioners will take further charge of their careers. Due to the high level of knowledge base and special skill set associated with an IIMP® designation, marketing professionals should be able to command higher levels of autonomy and recognition in the marketing profession than before.

Career Scope

Marketing practitioners are a vital force in the achievement of an organization's strategic goals and objectives. IIMP® recognizes that marketing is an essential function that contributes to the success of an entity. With the worldwide recognition and higher level of autonomy that an IIMP® designation brings forth, marketing professionals will have a greater prospect of career advancement and opportunity to contribute to their organization's success. They will be able to meet the challenges of the highly dynamic markets and will get the competitive advantage over their peers and colleagues.

CMMP® Qualifications and Process to Achieve Designation

The CMMP® designation consists of the following four levels:

1. Associate CMMP®
2. Manager CMMP®
3. Executive CMMP®
4. Chartered CMMP®

Level-1 (Associate) CMMP®

IIMP® accredited *Associate CMMP®* is an introductory level international certification designed to address the needs of professional development of individuals who know about the marketing discipline but are new to the field of study. It is an entry level certification for students of marketing and those professionals belonging to disciplines outside of marketing. Ideally it is meant for marketing students pursuing a two or four year marketing degree, Account Officers, Marketing Associates, Client Service Representatives, Assistants to Marketing Officers, Territory Officers, Sales Officers and Call Center Officers etc. This certification can also provide a valuable foundation in marketing to non-marketing professionals like Engineers, Pharmacists, Lawyers, SME Entrepreneurs and Educators etc. Professionals who demonstrate their understanding of this fundamental level will be awarded with an international certification title.

Level-2 (Manager) CMMP®

IIMP® accredited *Manager CMMP®* is an intermediate level international certification designed for marketing professionals who are very familiar with various concepts of the discipline of marketing. As evolving complexities in the field of marketing call for further professional development and requires marketing managers to add value to their tasks and assignments. This certification is a designed for Marketing Managers, Marketing Coordinators, Marketing Communication Managers, Outlet Managers, Marketing Research Managers, Sales Managers, Distribution and Logistic Managers, Sales Engineers and IT Business Development Managers etc. The certification will enhance the credentials of marketing professionals and will empower them to better tackle the challenges of directing successful marketing teams.

Level-3 (Executive) CMMP®

IIMP® accredited *Executive CMMP®* is an advanced level international certification designed especially for developing marketing professionals who have to meet customer needs in the rapidly growing and globally competitive markets around the world. By receiving the Executive CMMP®, marketers will be better equipped to face the challenges that technological innovations require, and will enhance their diverse responsibilities and leadership in their respective organizations. The Executive CMMP® is targeted to Marketing professionals who require quick decision making skills, an expertise in new product development rules and policies, and play a role in recruiting and training new professionals for their departments. The certification will not only add value to their credentials, but help develop creative insights and analytical skills valued in the global market. This certification is ideal for Marketing Executives, Product Planners, R&D Executives, Seniors in Marketing Personnel Departments, Senior position holder in Logistics and Distribution professionals and for professionals working in Executive positions in Marketing Information Systems etc.

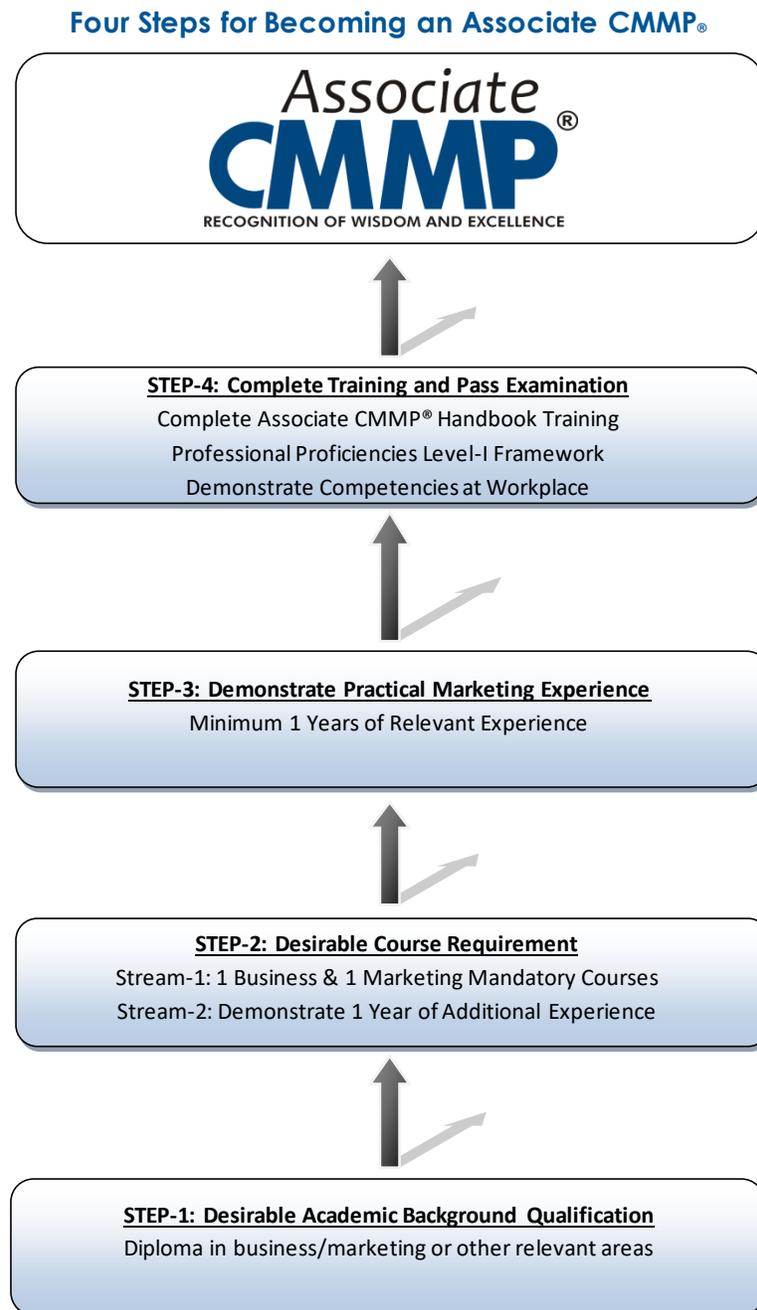
Level-4 (Chartered) CMMP®

IIMP® accredited ***Chartered CMMP®*** is the highest level of internationally-recognized marketing designation developed for professionals in the senior most positions in the marketing departments of their organizations i.e. Chief Marketing Officer, Senior Vice President of Marketing, Vice President of Marketing, Marketing Directors, Marketing Educators, Deputy Director Marketing, Regional/Country Head Marketing and Marketing Consultants etc. Professionals seeking this designation will be able to provide effective and efficient performance of their business operations/units. The credential will recognize experts who are specialized in their field of operation. The certifications will enhance their ability to influence direct change in a variety of management structures while maintaining the vision of leadership, and it will sharpen their analytical and strategic planning skills.

Level-1 (Associate) CMMP® Qualification Process

The *Level-1 (Associate) CMMP®* qualification process can be divided into four essential areas in which a candidate must successfully complete in order to be awarded the *Associate CMMP®* certification. The qualification process includes proficiency in the following four areas:

- A. Academic Background Qualification
- B. Desirable Course Requirement
- C. Practical Marketing Experience
- D. Associate CMMP® Handbook Training Program



A: Academic Background Qualification

Candidates that meet the *Academic Background Qualification* will meet the minimum requirement to enter the program as a *Level-1 (Associate) CMMP®* candidate. Candidates will need to meet core academic entrance requirement in order to be accepted into the *Associate CMMP®* program, the candidate must complete a minimum of 2-year business diploma or an associate degree.

B: Desirable Course Requirement

The candidate must have completed the following marketing and management courses. Details of the business and marketing courses are listed in the table below. Equivalencies may be granted to candidates for similar or comparable course contents if their academic institution does not offer the foundational and marketing courses listed below. Alternatively, individuals demonstrate 1-year of additional experience may also qualify to be accepted.

No.	Required Courses
	Business Courses:
1	Introduction to Management
	Marketing Courses:
2	Introduction to Marketing

C. Practical Marketing Experience:

Candidates must demonstrate a minimum of 1 year current or previous experience in the areas of marketing/sales management along with meeting the predefined academic qualification requirement. The candidate must clearly demonstrate an ability to assist in utilizing inputs and analysis to formulate presentations and/or reports for the organization in the past. This could include involvement in supporting the research, planning, implementation of marketing strategies for an organization, such as a marketing survey or research. Such experience would typically occur as an Associate or Coordinator. It is imperative to recognize that the IIMP® reserves the right to request further clarification on experience submissions, and may audit such submissions for credibility.

D: CMMP® Handbook Training

Candidates who have met the minimum academic requirements will then be able to proceed to the *CMMP® Handbook Training Program*. Throughout the program candidates will participate and complete all training courses which include workshops and projects relevant to the use of *CMMP®* handbook. Candidates will need to receive a passing grade on the final integrated marketing examination in order to demonstrate their competency in the knowledge they acquired throughout the program and practical use of the *CMMP®* handbook. It is imperative to note that individuals will be provided with a transcript of the examination when completing the *CMMP® Handbook Training Program*. It is upon completion of *Professional Proficiencies* that the candidate will be granted an *Associate CMMP®* designation. Further details on these areas within the qualification process are discussed below.

Following acceptance into the *Associate CMMP®* program the following marketing areas will be covered through training and workshops via online or face-to-face training (where available). The program is designed to aid candidates in demonstrating their competencies in the introductory areas of marketing management and practical use of the *CMMP®* handbook. Upon completion of the training areas, the final integrated examination will take place to cover all above marketing management topics:

No.	Topics
1	Professional Proficiencies Level-I
2	Marketing and its Scope
3	Customer Relationship Management Marketing
4	Integrated Marketing Communications (Advertising, PR & Sponsorship)
5	Marketing Channels Management (Distribution)
6	Corporate Social Responsibility

Professional Proficiencies Level-I Framework:

Ethics and values are the foundational building blocks of the Associate CMMP® designation, thus it is imperative for candidates to demonstrate their competencies within the *Professional Proficiencies Level-I Framework*. Holders of the designation are expected to comply with the highest level of ethical standards due to the implications that their decisions and professional involvement could have impact on the organizations, shareholders, employees and customers. Individuals violating the standards of professional ethics as identified within the *Membership Guidelines* can have their Associate CMMP® designation and IIMP® membership revoked. Candidates must demonstrate the *Professional Proficiencies Level-I Framework* listed below throughout their previous or current work experience. It is imperative to recognize that the IIMP® reserves the right to request further clarification on experience submissions, and may audit such submissions for credibility.

The *Professional Proficiencies Level-I Framework* is divided into three essential categories that candidates will need to demonstrate throughout their work experience in order to be awarded the Associate CMMP® certification. The details of the *Professional Proficiencies Level-I Framework's* requirement are listed below.

Competency Categories:

- A. Attitudes and Abilities
- B. Ethics (General/Personal)
- C. Critical Relevant Proficiencies

A.	Attitudes & Abilities:	Level-1	Level-2	Level-3	Level-4
1	Creativity & Innovation	•			
2	Diversity & culture	•			
3	Emotional Intelligence	•			
4	Ethical Behavior	•			
5	Flexibility	•			
6	Integration ability (marketing elements & other aspects of management)	•			
7	Interactive Abilities				•
8	Lateral Thinking	•			
9	Results Orientation	•			
10	Social Skills	•			

B.	Ethics (General/Personal):	Level-1	Level-2	Level-3	Level-4
1	Corporate social responsibility & triple bottom line	•			
2	Empathy	•			
3	Excellence	•			
4	Integrity	•			
5	Knowledge	•			
6	Possessing exemplary people skills and ethics	•			
7	Professionalism				•

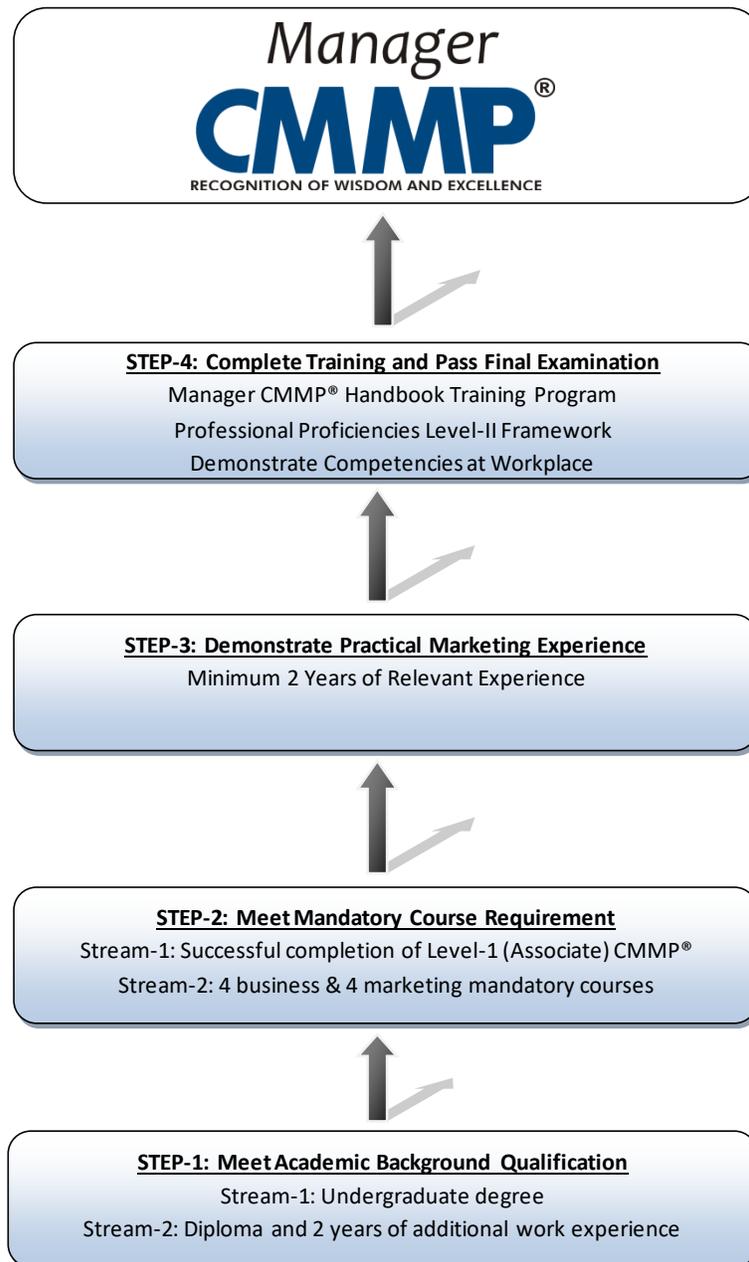
C.	Critical Relevant Proficiencies:	Level-1	Level-2	Level-3	Level-4
1	Agency Management Skills	•			
2	Analytical Skills	•			
3	Change Management	•			
4	Communication Skills (External & Internal)				•
5	Entrepreneurial Skills	•			
6	Interpersonal Skills				•
7	Leadership & Decision Making Skills	•			
8	Management Skills (team management & motivation)	•			
9	Negotiation Skills	•			
10	Problem Solving	•			
11	Project Management	•			
12	Stakeholder Mapping	•			
13	Time Management Skills				•

Level-2 (Manager) CMMP® Qualification Process

The Level-2 (Manager) CMMP® qualification process can be divided into four essential areas in which a candidate must successfully complete in order to be awarded the Manager CMMP® certification. The qualification process includes proficiency in the following four areas:

- A. Academic Background Qualification
- B. Mandatory Course Requirement
- C. Practical Marketing Experience
- D. CMMP® Handbook Training Program

Four Steps for Becoming a Manager CMMP®



A: Academic Background Qualification

Candidates that meet the *Academic Background Qualification* will meet the minimum requirement to enter the program as a *Manager CMMP®* candidate. Candidates will need to obtain a core academic entrance requirement in order to be accepted into the *Manager CMMP®* program, the candidate must complete a minimum of an undergraduate degree.

B: Mandatory Course Requirement

The candidate must have completed the business and marketing courses which have been selected by the institute (minimum 24 credit hours based on a 120 credit degree program). Details of the business and marketing courses are listed in the table below. Equivalencies may be granted to candidates for similar or comparable course contents if their academic institution does not offer the foundational and marketing courses listed below. Alternatively, the candidate must have successfully completed the Associate CMMP® certification.

No.	Courses	Credit Hours	Required Credits
	Business Courses (Required any 4):		12
1	Introduction to Management	3	
2	Economics	3	
3	Statistics / Quantitative Methods	3	
4	Management Information Systems	3	
5	Accounting	3	
6	Psychology / Sociology	3	
7	Human Resources Management	3	
8	Business Strategy / Strategic Management	3	
	Marketing Courses (Required any 4):		12
1	Introduction to Marketing	3	
2	Marketing Management	3	
3	Consumer Behavior	3	
4	Advertising and Promotion	3	
5	Marketing Research	3	
6	Internet Marketing / e-Marketing	3	
7	Marketing Strategy	3	
8	International / Global Marketing	3	
	Total Credit Hour Requirement		24

C. Practical Marketing Experience:

Candidates must demonstrate a minimum of 2 years current or previous experience in the areas of marketing/sales management along with meeting the predefined academic qualification requirement. The candidate must clearly demonstrate an ability to assist in utilizing inputs and analysis to formulate decisions and define strategic plans and direction for the organization in the past. This could include involvement in the planning, implementation of marketing strategies in the middle management cadre of an organization, such as a marketing plan. Such experience would typically occur as an Assistant Manager, Manager or Consultant. It is imperative to recognize that the IIMP® reserves the right to request further clarification on experience submissions, and may audit such submissions for credibility.

B: CMMP® Handbook Training

Candidates who have met the minimum academic requirements will then be able to proceed to the *CMMP® Handbook Training Program*. Throughout the program candidates will participate and complete all training courses which include workshops and projects relevant to the use of CMMP® handbook. Candidates will need to receive a passing grade on the final marketing management examination in order to demonstrate their competency in the knowledge they acquired throughout the program and practical use of the CMMP® handbook. It is imperative to note that individuals will be provided with a transcript of the examination when completing the CMMP® Handbook Training Program. It is upon completion of *Practical Marketing Experience* and *Professional Proficiencies* that the candidate will be granted a *Manager CMMP®* designation. Further details on these areas within the qualification process are discussed below.

Following acceptance into the *Manager CMMP®* program the following marketing management areas will be covered through training and workshops via online or face-to-face training (where available). The program is designed to aid candidates in demonstrating their competencies in the marketing management and practical use of the CMMP® handbook. Upon completion of the training areas, the final integrated examination will take place to cover all above marketing management topics:

No.	Topics
1	Professional Proficiencies (Level-II)
2	New Product Development
3	Marketing Planning and MEWS
4	Brand Management
5	Market Segmentation, Targeting & Positioning (Consumer & Business)
6	Strategic Marketing Management
7	Global Marketing (Emerging Markets and Mature Markets)

Professional Proficiencies Level-II Framework:

Ethics and values are the foundational building blocks of the *Manager CMMP®* designation, thus it is imperative for candidates to demonstrate their competencies within the *Professional Proficiencies Level-II Framework*. Holders of the designation are expected to comply with the highest level of ethical standards due to the implications that their decisions and leadership could have on the organizations, shareholders, employees and customers. Individuals violating the standards of professional ethics as identified within the *Membership Guidelines* can have their *Manager CMMP®* designation and *IIMP®* membership revoked. Candidates must demonstrate the *Professional Proficiencies Level-II Framework* listed below throughout their current or previous work experience. It is imperative to recognize that the *IIMP®* reserves the right to request further clarification on experience submissions, and may audit such submissions for credibility.

The *Professional Proficiencies Level-II Framework* is divided into three essential categories that candidates will need to demonstrate throughout their work experience in order to be awarded the CMMP® certification. The details of the *Professional Proficiencies Level-II Framework's* requirement are listed below.

Competency Categories:

- A. Attitudes and Abilities
- B. Ethics (General/Personal)
- C. Critical Relevant Proficiencies

A.	Attitudes & Abilities:	Level-1	Level-2	Level-3	Level-4
1	Creativity & Innovation		•		
2	Diversity & culture		•		
3	Emotional Intelligence		•		
4	Ethical Behavior				•
5	Flexibility				•
6	Integration ability (marketing elements & other aspects of management)		•		
7	Interactive Abilities				•
8	Lateral Thinking		•		
9	Results Orientation		•		
10	Social Skills				•

B.	Ethics (General/Personal):	Level-1	Level-2	Level-3	Level-4
1	Corporate social responsibility & triple bottom line		•		
2	Empathy				•
3	Excellence		•		
4	Integrity				•
5	Knowledge				•
6	Possessing exemplary people skills and ethics		•		
7	Professionalism				•

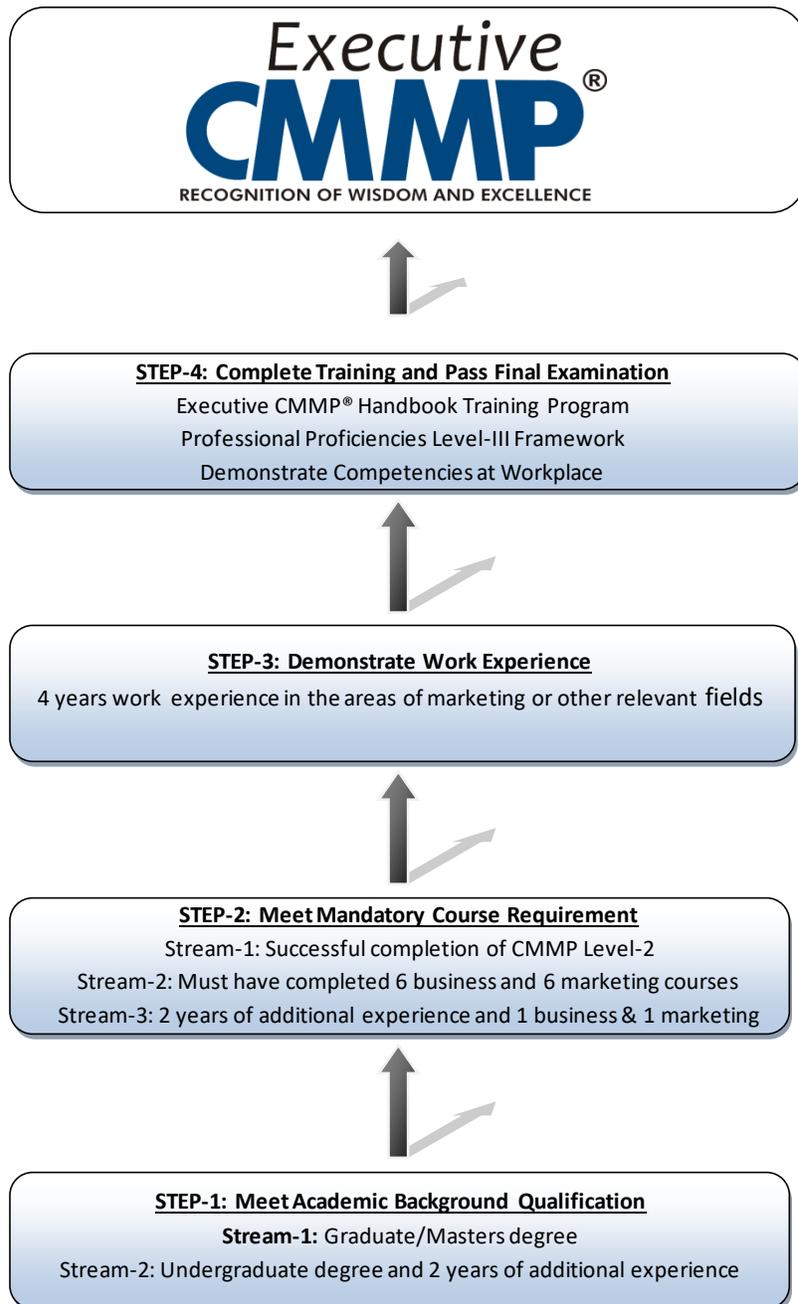
C.	Critical Relevant Proficiencies:	Level-1	Level-2	Level-3	Level-4
1	Agency Management Skills		•		
2	Analytical Skills		•		
3	Change Management				•
4	Communication Skills (External & Internal)				•
5	Entrepreneurial Skills				•
6	Interpersonal Skills				•
7	Leadership & Decision Making Skills		•		
8	Management Skills (team management & motivation)				•
9	Negotiation Skills				•
10	Problem Solving		•		
11	Project Management		•		
12	Stakeholder Mapping		•		
13	Time Management Skills				•

Level-3 (Executive) CMMP® Qualification Process

The Level-3 (Executive) CMMP® qualification process can be divided into four essential areas in which a candidate must successfully complete in order to be awarded the Executive CMMP® certification. The qualification process includes proficiency in the following four areas:

- A. Academic Background Qualification
- B. Mandatory Course Requirement
- C. Practical Marketing Experience
- D. CMMP® Handbook Training Program

Four Steps for Becoming an Executive CMMP®



A: Academic Background Qualification

Candidates that meet the *Academic Background Qualification* will meet the minimum requirement to enter the program as an *Executive CMMP®* candidate. Candidates will need to obtain a core academic entrance requirement in order to be accepted into the *Executive CMMP®* program, the candidate must complete a graduate (masters) degree. Alternatively, the candidate must complete an undergraduate degree and demonstrate 2 years experience in the workplace in the areas of marketing and communications.

B: Mandatory Course Requirement

In order to meet mandatory course requirements, the candidate must meet one of the following three streams:

- 1) Have completed the business marketing courses (with minimum 39 mandatory marketing and business credit hours). Details of the business and marketing courses are listed in the table below.
- 2) Have completed at least one business and one marketing course listed in the table below. Additionally, demonstrate 2 years experience in current or previous workplace in the areas of marketing and communications.
- 3) Have successful completion the Manager CMMP® certification.

No.	Courses	Credit Hours	Required Credits
	Business Courses (Required any 6):		18
1	Introduction to Management	3	
2	Economics	3	
3	Statistics / Quantitative Methods	3	
4	Management Information Systems	3	
5	Accounting	3	
6	Psychology / Sociology	3	
7	Human Resources Management	3	
8	Business Strategy / Strategic Management	3	
	Marketing Courses (Required any 6):		18
1	Introduction to Marketing	3	
2	Marketing Management	3	
3	Consumer Behavior	3	
4	Advertising and Promotion	3	
5	Marketing Research	3	
6	Internet Marketing / e-Marketing	3	
7	Marketing Strategy	3	
8	International / Global Marketing	3	
	Total Credit Hour Requirement		36

C. Practical Marketing Experience:

Candidates must demonstrate a minimum of 4 years experience in current or previous workplace in the areas of marketing management/ sales management/ customer services/ product development etc. (including 2 years of leadership role). The candidate must clearly demonstrate an ability to lead in utilizing inputs and analysis to formulate decisions and define strategic plans and direction for the organization at the strategic level. This could include leadership in the planning, implementation of marketing strategies for an organization, such as a marketing plan, advertising, public relations, organizing events, product development, distribution, sponsorship and research. Such experience would typically occur as an Executive or Consultant. It is imperative to recognize that the IIMP® reserves the right to request further clarification on experience submissions, and may audit such submissions for credibility.

B: CMMP® Handbook Training

Candidates who have met the minimum academic requirements will then be able to proceed with the *CMMP® Handbook Training Program*. Throughout the program candidates will participate and complete all training courses which include workshops and projects relevant to the use of CMMP® handbook. Candidates will need to receive a passing grade on the final integrated marketing management examination in order to demonstrate their competency in the knowledge they acquired throughout the program and practical use of the CMMP® handbook. It is imperative to note that individuals will be provided with a transcript of the examination when completing the CMMP® Handbook Training Program. It is upon completion of *Practical Marketing Experience* and *Professional Proficiencies* at that the candidate will be granted an *Executive CMMP®* designation. Further details on these areas within the qualification process are discussed below.

Following acceptance into the *Executive CMMP®* program the following marketing management areas will be covered through training and workshops via online or face-to-face training (where available). The program is designed to aid candidates in demonstrating their competencies in the marketing management, leadership and practical use of the CMMP® handbook. Upon completion of the training areas, the final integrated examination will take place to cover all above marketing management topics:

No.	Topics
1	Professional Proficiencies (Level-III)
2	Relationship Marketing
3	Marketing Ethics & Compliance
4	Internet Marketing
5	Consumer Behavior (Organizational Buyer Behavior)
6	Marketing Research
7	Marketing Intelligence System (Market, Competitor & Customer)

Professional Proficiencies Level-III Framework:

Ethics and values are the foundational building blocks of the *Executive CMMP®* designation, thus it is imperative for candidates to demonstrate their competencies within the *Professional Proficiencies Level-III Framework*. Holders of the designation are expected to comply with the highest level of ethical standards due to the implications that their decisions and leadership could have on the organizations, shareholders, employees and customers. Individuals violating the standards of professional ethics as identified within the *Membership Guidelines* can have their *Executive CMMP®* designation and *IIMP®* membership revoked. Candidates must demonstrate the *Professional Proficiencies Level-III Framework* listed below throughout their work experience at current or previous workplace. It is imperative to recognize that the *IIMP®* reserves the right to request further clarification on experience submissions, and may audit such submissions for credibility.

The *Professional Proficiencies Level-III Framework* is divided into three essential categories that candidates will need to demonstrate throughout their work experience in order to be awarded the *Executive CMMP®* certification. The details of the *Professional Proficiencies Level-III Framework's* requirement are listed below.

Competency Categories:

- A. Attitudes and Abilities
- B. Ethics (General/Personal)
- C. Critical Relevant Proficiencies

A.	Attitudes & Abilities:	Level-1	Level-2	Level-3	Level-4
1	Creativity & Innovation			•	
2	Diversity & culture				•
3	Emotional Intelligence				•
4	Ethical Behavior				•
5	Flexibility				•
6	Integration ability (marketing elements & other aspects of management)				•
7	Interactive Abilities				•
8	Lateral Thinking			•	
9	Results Orientation				•
10	Social Skills				•

B.	Ethics (General/Personal):	Level-1	Level-2	Level-3	Level-4
1	Corporate social responsibility & triple bottom line			•	
2	Empathy				•
3	Excellence			•	
4	Integrity				•
5	Knowledge				•
6	Possessing exemplary people skills and ethics				•
7	Professionalism				•

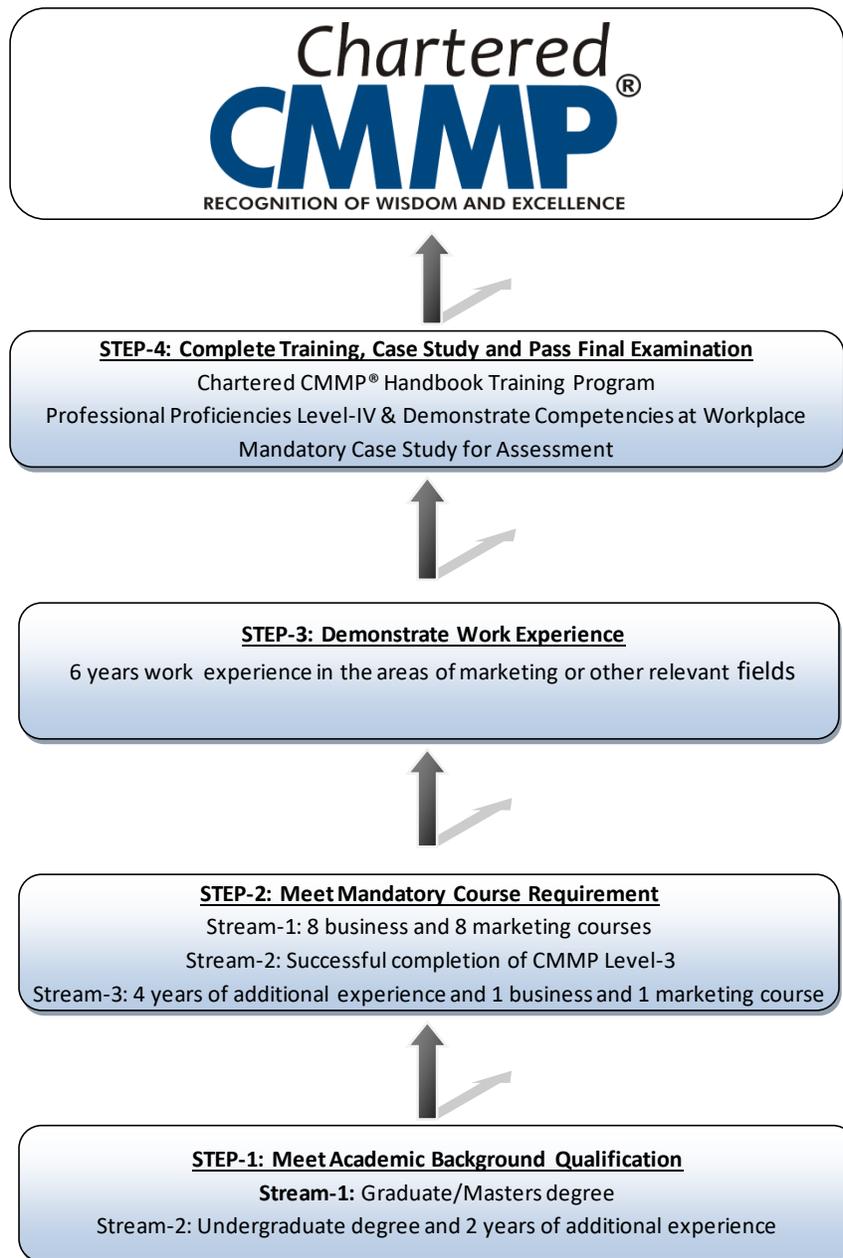
C.	Critical Relevant Proficiencies:	Level-1	Level-2	Level-3	Level-4
1	Agency Management Skills				•
2	Analytical Skills				•
3	Change Management				•
4	Communication Skills (External & Internal)				•
5	Entrepreneurial Skills				•
6	Interpersonal Skills				•
7	Leadership & Decision Making Skills				•
8	Management Skills (team management & motivation)				•
9	Negotiation Skills				•
10	Problem Solving				•
11	Project Management				•
12	Stakeholder Mapping				•
13	Time Management Skills				•

Level-4 (Chartered) CMMP® Qualification Process

The Level-4 (Chartered) CMMP® qualification process can be divided into four essential areas in which a candidate must successfully complete in order to be awarded the Chartered CMMP® designation. The qualification process includes proficiency in the following four areas:

- A. Academic Background Qualification
- B. Mandatory Course Requirement
- C. Practical Marketing Experience
- D. CMMP® Handbook Training Program

Four Steps for Becoming a Chartered CMMP®



A: Academic Background Qualification

Candidates that meet the *Academic Background Qualification* will meet the minimum requirement to enter the program as a *Chartered CMMP®* candidate. Candidates will need to obtain a core academic entrance requirement in order to be accepted into the *Chartered CMMP®* designation program, the candidate must complete a graduate (masters) degree. Alternatively, the candidate must complete an undergraduate degree and demonstrate 2 years experience in the workplace in the areas of marketing and communications.

B: Mandatory Course Requirement

In order to meet mandatory course requirements, the candidate must meet one of the following three streams:

- 1) Have completed the business marketing courses (with minimum 48 mandatory marketing and business credit hours). Details of the business and marketing courses are listed in the table below.
- 2) Have completed at least one business and one marketing course listed in the table below. Additionally, demonstrate 6 years experience in current or previous workplace in the areas of marketing and communications.
- 3) Have successful completion the Executive CMMP® certification.

No.	Required Courses	Credit Hours
	Business Courses:	
1	Introduction to Management	3
2	Economics	3
3	Statistics / Quantitative Methods	3
4	Management Information Systems	3
5	Accounting	3
6	Psychology / Sociology	3
7	Human Resources Management	3
8	Business Strategy / Strategic Management	3
	Marketing Courses:	
1	Introduction to Marketing	3
2	Marketing Management	3
3	Consumer Behavior	3
4	Advertising and Promotion	3
5	Marketing Research	3
6	Internet Marketing / e-Marketing	3
7	Marketing Strategy	3
8	International / Global Marketing	3
	Total Credit Hour Requirement	48

C. Practical Marketing Experience:

Candidates must demonstrate a minimum of 6 years' experience in the areas of marketing management (including 3 years of leadership). The candidate must clearly demonstrate an ability to assist in utilizing inputs and analysis to formulate decisions and define strategic plans and direction for the organization at the strategic level. This could include involvement in the planning, implementation of marketing strategies for an organization, such as designing, implementing and facilitating annual marketing plans, translating business unit objectives into business growth, plan and administer the marketing operation's budget, managing marketing communication at the corporate level, developing strategies for business unit/units and working with regional offices etc. Such experience would typically occur as a Senior Executive or Consultant. It is imperative to recognize that the IIMP® reserves the right to request further clarification on experience submissions, and may audit such submissions for credibility.

B: CMMP® Handbook Training

Candidates who have met the minimum academic requirements will then be able to proceed to the CMMP® Handbook Training Program. Throughout the program candidates will participate and complete all training courses which include workshops and projects relevant to the use of CMMP® handbook. Candidates will need to receive a passing grade on the final marketing management examination in order to demonstrate their competency in the knowledge they acquired throughout the program and practical use of the CMMP® handbook. It is imperative to note that individuals will be provided with a transcript of the examination when completing the CMMP® Handbook Training Program. It is upon completion of *Practical Marketing Experience* and *Professional Proficiencies* that the candidate will be granted a *Chartered CMMP®* designation. Further details on these areas within the qualification process are discussed below.

Following acceptance into the *Chartered CMMP®* program the following marketing management areas will be covered through training and workshops via online or face-to-face training (where available). The program is designed to aid candidates in demonstrating their competencies in the marketing management and practical use of the CMMP® handbook. Upon completion of the training areas, the final integrated examination will take place to cover all above marketing management topics:

No.	Topics
1	Professional Proficiencies (Level-IV)
2	Experiential Marketing
3	Value Based Marketing
4	Account Based Marketing
5	Community Marketing
6	Sustainability Marketing
7	Digital Marketing
8	Marketing Performance Measurement

Professional Proficiencies Level-IV Framework

Ethics and values are the foundational building blocks of the *Chartered CMMP®* designation, thus it is imperative for candidates to demonstrate their competencies within the *Professional Proficiencies Level-IV Framework*. Holders of the designation are expected to comply with the highest level of ethical standards due to the implications that their decisions and leadership could have on the organizations, shareholders, employees and customers. Individuals violating the standards of professional ethics as identified within the *Membership Guidelines* can have their *Chartered CMMP®* designation and IIMP® membership revoked. Candidates must demonstrate the *Professional Proficiencies Level-IV Framework* listed below throughout their current or previous work experience. It is imperative to recognize that the IIMP® reserves the right to request further clarification on experience submissions, and may audit such submissions for credibility.

The *Professional Proficiencies Level-IV Framework* is divided into three essential categories that candidates will need to demonstrate throughout their work experience in order to be awarded the *Chartered CMMP®* certification. The details of the *Professional Proficiencies Level-IV Framework's* requirement are listed below.

Competency Categories:

- A. Attitudes and Abilities
- B. Ethics (General/Personal)
- C. Critical Relevant Proficiencies

A.	Attitudes & Abilities:	Level-1	Level-2	Level-3	Level-4
1	Creativity & Innovation				•
2	Diversity & culture				•
3	Emotional Intelligence				•
4	Ethical Behavior				•
5	Flexibility				•
6	Integration ability (marketing elements & other aspects of management)				•
7	Interactive Abilities				•
8	Lateral Thinking				•
9	Results Orientation				•
10	Social Skills				•

B.	Ethics (General/Personal):	Level-1	Level-2	Level-3	Level-4
1	Corporate social responsibility & triple bottom line				•
2	Empathy				•
3	Excellence				•
4	Integrity				•
5	Knowledge				•
6	Possessing exemplary people skills and ethics				•
7	Professionalism				•

C.	Critical Relevant Proficiencies:	Level-1	Level-2	Level-3	Level-4
1	Agency Management Skills				•
2	Analytical Skills				•
3	Change Management				•
4	Communication Skills (External & Internal)				•
5	Entrepreneurial Skills				•
6	Interpersonal Skills				•
7	Leadership & Decision Making Skills				•
8	Management Skills (team management & motivation)				•
9	Negotiation Skills				•
10	Problem Solving				•
11	Project Management				•
12	Stakeholder Mapping				•
13	Time Management Skills				•

Mandatory Case Study for Assessment of Analytical Proficiency for Chartered CMMP®

The case study method is an excellent way of assessing a professional's ability to analyze real business problems and provides them the opportunity to develop and demonstrate innovative marketing solutions to these prevalent challenges. The case study method also helps professionals to think critically, apply learned knowledge, and think of several solutions while interacting with peers and the instructor.

The case study method has been applied for its various unique aspects that will benefit professionals by encouraging them to:

- Think critically
- Creatively solve problems
- Reflect on the issue
- Resolve dilemmas
- Apply knowledge
- Be prepared for real-world exposure to work related issues
- Applying theory to real-world issues
- Increase student's collaboration skills
- Increase student's communication skills
- Increase student's ability to reflect on a problem and synthesize solutions

CMMP® Fee and Schedule:

The CMMP® professional training program is available via a self-study method by IIMP®. However, it is highly recommended to consider taking a tuition at an "IIMP® Certified Study Center" or "IIMP® Authorized Professional Training Centre". The Training Centres may offer training via face-to-face or online with additional resources which are highly recommended to learn in a classroom environment by interacting with the instructor and peers. The IIMP® is working towards establishing such training centers globally, please visit IIMP® website for further details.

The CMMP® professional training consists of assignments, practical projects and case studies that need to be completed on specific preset dates and upon completion of the program the student will be required to write a final integrated examination at local (IIMP®) Certified Exam Invigilation Centre (CEIC).

Registration Fee Structure:

Designation	Application Fee			Program Fee (Self-Study Kit)	Exam Fee	Case Study Fee	Re-Exam Fee
	(First deadline)	(Second deadline)	(Final deadline)				
Associate CMMP®	\$75	\$100	\$125	\$395	\$250	N/A	\$300
Manager CMMP®	\$75	\$100	\$125	\$595	\$250	N/A	\$350
Executive CMMP®	\$75	\$100	\$125	\$795	\$250	N/A	\$450
Chartered CMMP®	\$75	\$100	\$125	\$925	\$250	\$995	\$550

Study Schedule:

Spring 2022					
Designation Title	Application (First deadline)	Application (Second deadline)	Application (Final deadline)	Program Start Date	Final Exam (Date TBA)
Associate CMMP®	Dec. 15, 2020	Jan. 15, 2022	Feb. 15, 2022	Mar. 02, 2022	August 2022
Manager CMMP®	Dec. 15, 2020	Jan. 15, 2022	Feb. 15, 2022	Mar. 02, 2022	August 2022
Executive CMMP®	Dec. 15, 2020	Jan. 15, 2022	Feb. 15, 2022	Mar 02, 2022	August 2022
Chartered CMMP®	Dec. 15, 2020	Jan. 15, 2022	Feb. 15, 2022	Mar 02, 2022	August 2022

Summer 2022					
Designation Title	Application (First deadline)	Application (Second deadline)	Application (Final deadline)	Program Start Date	Final Exam (Date TBA)
Associate CMMP®	Mar. 15, 2022	April 15, 2022	May 15, 2022	June 02, 2022	Nov. 2022
Manager CMMP®	Mar. 15, 2022	April 15, 2022	May 15, 2022	June 02, 2022	Nov. 2022
Executive CMMP®	Mar. 15, 2022	April 15, 2022	May 15, 2022	June 02, 2022	Nov. 2022
Chartered CMMP®	Mar. 15, 2022	April 15, 2022	May 15, 2022	June 02, 2022	Nov. 2022

Fall 2022					
Designation Title	Application (First deadline)	Application (Second deadline)	Application (Final deadline)	Program Start Date	Final Exam (Date TBA)
Associate CMMP®	June 15, 2022	July 15, 2022	Aug. 15, 2022	Sep. 02, 2022	Feb. 2023
Manager CMMP®	June 15, 2022	July 15, 2022	Aug. 15, 2022	Sep. 02, 2022	Feb. 2023
Executive CMMP®	June 15, 2022	July 15, 2022	Aug. 15, 2022	Sep. 02, 2022	Feb. 2023
Chartered CMMP®	June 15, 2022	July 15, 2022	Aug. 15, 2022	Sep. 02, 2022	Feb. 2023

Winter 2022					
Designation Title	Application (First deadline)	Application (Second deadline)	Application (Final deadline)	Program Start Date	Final Exam (Date TBA)
Associate CMMP®	Sep. 15, 2022	Oct. 15, 2022	Nov. 15, 2022	Dec. 01, 2022	May 2023
Manager CMMP®	Sep. 15, 2022	Oct. 15, 2022	Nov. 15, 2022	Dec. 01, 2022	May 2023
Executive CMMP®	Sep. 15, 2022	Oct. 15, 2022	Nov. 15, 2022	Dec. 01, 2022	May 2023
Chartered CMMP®	Sep. 15, 2022	Oct. 15, 2022	Nov. 15, 2022	Dec. 01, 2022	May 2023

Important Notes:

- 1) Those candidates who will meet the entrance requirements and acceptance into the *Associate CMMP®* or *Manager CMMP®* designation, they will be offered to join Regular Membership in continuation of their programs. Similarly, those candidates who will meet the entrance requirements and acceptance into the *Executive CMMP®* or *Chartered CMMP®* designation, their program fee will include Professional Membership in continuation of their programs.
- 2) It is mandatory for CMMP® designation holders to become CMMP® Members, they will be required to pay annual membership fee. The CMMP® designation will remain valid if the member continues to have his/her membership in good standing with IIMP®. The designation holder name will be enlisted in CMMP® various designation directories. The CMMP® designations will remain valid for 3 years . After three years they will update their certification. Certified members will receive an annual accredited certificate and a CMMP® membership card.
- 3) The Application Fee includes assessment of credentials and administrative charges. The Program Fee includes CMMP handbook (Self-Study kit) and Membership fee for program duration. Those candidates who will submit applications after the initial deadline, they will be charged a late application fee. The program and application fees are non-refundable. The Exam Fee includes exam administration fee, the exams will take from 3 to 4 hours at the nearest local (IIMP®) Certified Exam Invigilation Centre (CEIC) or at an affiliated educational institution arranged by the IIMP team.
- 4) CMMP candidates enrolling in Canada will be subject to pay applicable taxes (Harmonized Sales Tax).
- 5) In order to fulfil the *Chartered CMMP®* training requirements; the student must complete a professional project (Case Study). The project fee will be \$995 in addition to the above training fee.
- 6) The Final Integrated Exam format and date will be confirmed at least 30 days prior to the Exam date.
- 7) If a student cancels an exam by providing a notice less than 30 days prior to the exam date then student will be required to resubmit exam fee in the future.

CMMP® Application and Review Process

All candidates must prepare a portfolio or file showing proof of requirements indicated for the CMMP® program they are applying for. The portfolio should be sent to the IIMP® together with a cover letter requesting membership in a specific category and supporting details. The letter must be addressed to the Education Management Committee.

Candidates will be informed in writing of the Committee's decision. If the Committee rejects the application, it may recommend another CMMP® level. The candidate, in this case will receive a written communication from IIMP® suggesting the change of CMMP level.

Required Documents for CMMP® Designation Application:

All following required documents to be sent via direct/e-mail to **registration@theiimp.org**

1. **Cover Letter:** A two page cover letter indicating and demonstrating how your educational background and professional experience relates to CMMP® competencies and attesting the accuracy of the information provided. The letter must indicate the level of CMMP® program to which you are applying.
2. **Resume / CV / Dossier:** A comprehensive and detailed resume, CV or dossier (Functional or analytic). Please ensure that you carefully document all relevant marketing related experience and highlight all marketing management and leadership achievements and projects.
3. **Endorsement Letters:** Letters of endorsement/recommendation from supervisors who are familiar with your marketing management and leadership experience and the extension of this experience. Family members and extended family members involved in a family business are not eligible as endorsers. The endorsement must include name, address, phone and e-email of endorsers.
4. **Photocopies of transcripts and diplomas/degrees:** Photocopies and electronic files of all degrees' transcripts and diplomas related to the learning and training of marketing knowledge acquisition.
5. **Application Fee:** The application fee is to be submitted in accordance with the fee schedule (please see page 32). Once, the application is accepted and the training fee is submitted in accordance with the fee schedule that fee will include the relevant membership fee for period of the program duration.

Additional notes:

- a) Official languages for the IIMP® and the application process are English and French. Documents in other languages must be translated by the applicant through the use of certified translators in the country of origin and certified by a Public Notary/Lawyer, certifying that the copy and translation maintain accuracy with the original document.
- b) Degrees awarded by non-Canadian universities will be accepted as valid if the educational institution is accredited by the Governmental institution in the country of origin or by an international accrediting body.

CMMP® Handbook Overview

The Certified Marketing Management Professional (CMMP®) designation handbook covers technical and practical aspects of Marketing. This provides guidelines and reference material for marketing professionals. The topics in the handbook are universal in nature and have been contributed, and incorporated, based on the marketing expertise of the authors. Since the International Institute of Marketing Professionals (IIMP®) is a world recognized body with members all over the world, special care has been taken to select topics to cover practical and technical developments in the marketing field from around their globe. The writers have added practical aspects with case studies of organizations that are doing something different, or novel, and can be cited as examples related to the Marketing topic being discussed in the chapters.

Future trends and implications for marketers:

Marketing professionals need to identify future directions which offer opportunities to organizations to be innovative in product/service development and in their marketing strategies. For example, smart mobile phones and other mobile devices will provide more user-friendly opportunities to communicate with, interact, engage and offer information to target markets. Social Media Marketing is a recent trend which was enabled by the exponentially growing social media websites.

It is known that with increased globalization, there is transfer of technology and organizations are using new processes to gain competitive advantage. Competition is also fiercer on a global scale due to the changes in technology as well as changing and enhanced expectations of consumers.

The concept of knowledge-based marketing is practiced by many organizations such as life sciences and engineering companies, WHO, World Bank government organizations, major multinationals, regional leaders and even SMEs. This is due to the increased need to gain an in-depth understanding of consumers and responding to the marketplace better and faster. This is achieved through the effective management of human intuition that comes from expertise in marketing, enabled by the harnessing of latest technologies, processes and information systems.

Inefficient companies are not able to survive and those with potential are being taken over by leading companies through mergers and acquisitions. This trend certainly can be an eye-opener and the authors have added these insights and thoughts in the CMMP® Handbook.

Every market is different and marketing practitioners, who are managing organizations overseas, need to understand such differences and develop solutions to succeed in those environments. This handbook therefore has been developed to explain some of these differences and to be a useful source for marketing practitioners all over the world.

Growing market opportunities in the BRIC countries (Brazil, Russia, India and China) and emerging markets in the Middle East, Asia and Africa cannot be ignored. This is where a new, rapidly growing class of consumers is emerging from. Forward thinking organizations are investing in these markets by creating value for these rapidly growing consumers, consequently increasing their organizational profits.

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- **Mr. Teofilovic Djordje, MBA, DBA in Marketing (candidate)**
Business Instructor
- **Ms. Laura Callow, B.Com, MBA (Business Marketing)**
Senior Digital Marketing Manager - Intuit Global Business Division, Intuit
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Founder and Chief Executive Officer, Buzz&Co - Word of Mouth Marketing Agency
- **Ms. Tasnim Eran, MS (International Marketing)**
Graduate Assistant, Saint Joseph's University

Careers in Marketing Management and Communication

The CMMP® Designation holders may seek careers in the following marketing management areas:

- 1) Brand Management
- 2) Community Marketing
- 3) Consultancy
- 4) Consumer Behavior
- 5) Customer Relationship Management Marketing
- 6) Digital Marketing
- 7) Experiential Marketing
- 8) Global Marketing
- 9) Integrated Marketing Communications (Advertising, PR & Sponsorship)
- 10) Internet Marketing (Social Media, E-marketing, Affiliate Marketing)
- 11) Key Account Management (Account Based Marketing)
- 12) Market Segmentation, Targeting & Positioning
- 13) Marketing Channels Management
- 14) Marketing Ethics & Compliance
- 15) Marketing Intelligence System (Market, Competitor & Customer)
- 16) Marketing Performance Measurement
- 17) Marketing Planning
- 18) Marketing Research
- 19) New Product Development
- 20) Pricing (Strategy, Methodology & Financial Implications)
- 21) Relationship Marketing
- 22) Social Media Marketing
- 23) Sustainability Marketing
- 24) Value-Based Marketing

The CMMP® Designation holders by taking specific electives may seek careers in the following market areas

- 1) Geo-Marketing
- 2) Mobile Marketing
- 3) Pharmaceutical Marketing
- 4) Retail Management
- 5) Service Marketing
- 6) Neuromarketing

Testimonials from CMMP® Designation Holders and Candidates

Caroline Berryman, CMMP

Supervisor, Marketing & Communications
York Region, The Regional Municipality of York
Toronto, Canada

"I chose to complete the CMMP® designation to round out my educational credentials and I liked the fact that it was recognized internationally in 192 countries. The workbook, which I had been provided, was very well written by leading marketing professionals around the world. I had direct contact with an advisor who provided assignments according to an established schedule, with reasonable timelines for completion. All assignments and quizzes were marked very quickly so I knew how I was doing. I found the program interesting and very manageable even though and I was working full time. After studying online for six months, I wrote the final exam and received the High Distinction Award, which will help me to advance my career further in the field of marketing."

Caroline is working in the Transportation and Community Planning Department with the Regional Municipality of York and is leading the development and implementation of a marketing and communications strategy for the Department, coordinating and supporting all Departmental initiatives and programs, developing partnerships and most recently developing and executing a pedestrian safety campaign targeting residents of all ages, which was the recipient of the Ministry of Transportation's Road Safety Initiative of the Year award in 2013. Caroline holds a Bachelor of Arts Degree with Honours Sociology from University of Western Ontario.

Ray Ierino, CMMP

Marketing Professional
Toronto, Canada

"Being part of the IIMP and completing the CMMP® designation is an honor and achievement on its own. I recommend the CMMP® designation for any Marketing professional out there, it covers all areas of Marketing and adds credibility, importance and value to Marketing as a profession in today's ever changing and challenging business world. I am proud to be a member of the IIMP and of achieving the CMMP® designation."

Disciplined marketing professional with over 10 years experience in business relations from the client and vendor side, service and retail industry. Skilled in communications, producing and implementing marketing campaigns, branding, market research, project management, consulting, website management, client and vendor relations. Excellent problem solving skills, detail oriented along with being very analytical in communicating ideas in decision making situations to help improve business. Constantly addressing new ideas and identifying market opportunities to increase business and revenues.

Haya Samain, CMMP Candidate

Cluster Marketing Communication Executive
Amman Marriott Hotel
Amman, Jordan

"I am keen to develop professionally and become a marketing manager in the Middle-Eastern hospitality industry and the Manager CMMP® designation will give me the competitive edge to achieve that. I am a person that strives to develop myself and this designation is the start."

Haya Samain is a Cluster Marketing Communication Executive for three properties: Amman Marriott Hotel, Jordan Valley Marriott Dead Sea Resort & Spa and Petra Marriott Hotel. Based in Amman, Jordan, she is extremely dedicated to her job, self-motivated, and eager to learn and develop herself. Her life outside of the office is spent in the gym; she is passionate about health and wellness. She holds a bachelor's degree in Hospitality and Tourism Management from Ryerson University.

CMMP® Recognition by Global Marketing Community

Following are statements from marketing practitioners and academics around the world:

[Dr. Sofia Daskou, PhD \(Marketing\)](#)

MBA Program Coordinator
Hellenic American University, Athens, Greece

"The Marketing profession globally contributes to economic growth by promoting the relationships between buyers and sellers in environments of mutual respect and dialogue. The IIMP® honours its responsibility in assuring the apt application of marketing by offering the CMMP® program to professionals who wish to excel in improving their marketing competencies. I believe that this program will aid marketing professionals to benefit from the IIMP™ community of learning and to progress in their careers with the confidence that their efforts are internationally acknowledged."

[Dr. Alan Kaplan, B.Econ \(Hons\), M.Comm, CPM, PhD \(Business\)](#)

Executive Director
Optivance 360, Sydney, Australia

"The IIMP® is to be congratulated on the introduction of the CMMP® designation which will make a significant contribution to ensuring consistently high marketing standards on a global basis and add significant value across many stakeholder groups including professional marketers, employers, clients, academia and society at large."

In addition to setting a professional benchmark and the benefits that flow, the CMMP® will create a fellowship of camaraderie beyond marketing through an international fellowship that unites people and cultures that share a common goal of acquiring and applying exemplary marketing skills at the highest level."

The tremendous depth of international marketing talent that underpins the CMMP®, as well as the constant drive to be at the cutting edge of marketing at the highest level, will ensure that the CMMP® is truly a professional designation that will have a major impact in marketing circles and far beyond."

[Dr. Yasser Aly, MBA, PhD \(Business Administration\)](#)

Certified Consultant & Trainer in M&E
International Fund for Agricultural Development, Cairo, Egypt

"IIMP® has been continuously working to deepen the concepts of quality marketing professionals worldwide. The holders of CMMP® would enjoy globally a sustainable competitive advantage in the workforce markets, be competent, proud and self-confident, present higher performance and, in return, expect career advancement."

[Dr. Inma Rodríguez-Ardura, Doctorate in Economics and Business Sciences](#)

Associate Professor of Marketing
Universitat Oberta de Catalunya, Barcelona, Spain

"An industry-based certificate for marketing management professionals, like CMMP® designation, can allow marketing practitioners to illustrate a high level of competence and achievement within the profession."

Accredited and industry-based designation programmes facilitate candidates' improvement of their knowledge and expertise, as well as success in taking new business opportunities."

[Dr. Suneel Sethi, PhD \(Business Admin.\), MABC \(USA\), FIMM, MIMA, A-IIMA](#)

Corporate Strategist and Marketing Advisor

Managing Partner at Sethi Associates, Management Consultants, Toronto, Canada

“Congratulations for releasing the humongous and a valuable compendium of knowledge for every marketing professional, an extremely exhaustive handbook. The handbook covers a wealth of information on the practical aspects of marketing, essentially recommended for every marketing professional. This handbook will surely serve to be an important source of reference and a step-by-step guide for all Certified Marketing Management Professional members of IIMP®. This handbook is but only a single important tool for the practice of marketing profession, to begin with, and I hope there would be many more to follow, for the privileged Certified Marketing Management Professional members of IIMP®.”

[Eric Bindah, MBA, Ph.D. Fellow, Business Administration / Marketing \(Candidate\)](#)

Lecturer & Trainer (Affiliates)

A University, Kuala Lumpur, Malaysia

“The intrinsic value of CMMP® is rewarding to the achiever in that recognition of excellence leads to self-fulfillment and thus to self-realization. By recognizing that what we do does make a difference, we are stimulated to higher productivity. Accomplishments are enjoyed more when shared with others. The contacts made through the CMMP® are valuable throughout educational and professional careers.

The experience gained by working with CMMP® is excellent for building up your career path. Aside from these important benefits, the CMMP® provides a springboard for professional growth. Opportunities are made available to its members for promoting their research, receiving national and international recognition, meeting and interacting with leaders in the marketing field, and meeting members of other chapters who are also leaders in their respective industry.

A culmination of the benefits mentioned above is knowing that many individuals, by their caring, dedication, perseverance, and hard work, have made it possible to encourage professionals interested in the field of marketing to strive for excellence—to reach toward that attainable star. Advantages to CMMP® designation is that CMMP® provide international recognition for academic excellence in the field of marketing, an honor which can be noted on employment applications, vitae, and resumé.

Through CMMP® designation one can gain a sense of community with others in the field of marketing and an identification with the discipline.

CMMP® provides a local, regional, national and international forum for obtaining information and developing perspectives about the field of marketing standards and practices, learning about educational and career opportunities, and forming meaningful professional networks.

Last but not least CMMP® facilitates leadership development, interaction with other professional who have similar interests, and service to the department and institution sponsoring CMMP®.”

[Ceceille Palmer BBA \(Hons.\), MBA](#)

Business Development Manager

ActionCOACH Jamaica, Kingston, Jamaica

“The CMMP® designation provides standard and worldwide recognition for marketing professionals globally. It is a well needed and rewarding credential for aspiring marketers as well as those professionals already working in the field. I truly congratulate and support this IIMP® initiative which will facilitate learning and development in marketing.”

[Dr. Rajender Kumar, Ph.D., M.COM., M.A.Economics, PGDFM, PGDMM, MIMA, LL.B.](#)

Assistant Professor

University of Delhi, Rajdhani College, Department of Commerce, New Delhi, India

"I extend my heartiest congratulations to the IIMP® on the occasion of launching the best marketing programme CMMP® in new education of the marketing arena. CMMP® will seek to explore the knowledge of marketing professionals for the new green marketing professions. CMMP® will develop the global standard of marketing with the IIMP® and will resurrect of all associations of marketing in the global. I congratulate them for this extraordinary achievement for any quality marketing professionals. CMMP® will be the best programme in the globe for raising the Business Economics. CMMP® values and ethics will play very important role to moving the wheel of marketing growth to change the global marketing economy. Through CMMP® designation every marketing professional will leave the excellent impression and identity in the global market after completing this certified course by IIMP®. I hope that CMMP® designation will create the way of success for marketing professional careers in global marketing organizations."

[Bill Davis](#)

President, Speaker, Author

Davis Marketing Group, Greater Denver Area, USA

"The subject matter covered by this curriculum is impressive. Successful mastery of these subjects should help prepare a marketer to deliver results to their clients or employers."

[Dr. Ramesh Kumar Miryala, MBA, PhD \(Business Management\)](#)

Assistant Professor

Department of Business Management, Mahatma Gandhi University
Nalgonda, India

"At the outset I congratulate IIMP® for the initiation they have taken up in the field of Marketing Management at the International Forum. The CMMP® designation handbook is another milestone they are bringing out for the practicing Marketing Professionals. I hope it will certainly comprehend both the learners and practitioners. I wish the industry-based certification program by IIMP® facilitate both learners and practitioners to adapt themselves with contemporary marketing knowledge and acquaint with the industry requirements and hoping them to have success in the business."

[Dr. Muhammad Asif Khan, MBA, MS, PhD \(Marketing\), MSc.\(Statistics\)](#)

Program Director MS-Marketing

UCP Business School, University of Central Punjab
Lahore, Pakistan

"I extend my heartiest congratulations to IIMP® for their marketing program and simultaneously for an extremely exhaustive Handbook on Marketing. The areas covered by the book will be a wealth of information on the practical side of marketing. Indeed, it is a good effort to launch such programs and the formation of much needed book on state-of-the-art topics in Marketing"

[Rolph Young M.Sc. Marketing \(Distinction\), B.Sc. Elec. Eng. \(UWI\)](#)

Team Leader Corporate Business Development

Telecommunications Services of Trinidad & Tobago
Port of Spain, Trinidad

"I am extremely appreciative of the work being done by the CMMP® program. This is an asset to any marketing professional as it seeks to establish high standards globally and move the marketing institution to new horizons. Our clients will be the ones to gain the much needed competitive edge from the CMMP® program."

Role of Advisory Bodies in Developing the Standards at (IIMP®)

Advisory Board and Councils

1. Internationally Accepted Marketing Standards Board (IAMSBB)
2. International Advisory Council for the Marketing Profession (IACMP)
3. Advisory Council of Marketing Practitioners (ACMP)

1. Internationally Accepted Marketing Standards Board (IAMSBB)

Main objectives of IAMSBB:

- 1) Setting the highest quality standards for the marketing profession.
- 2) Guide the progression of the Internationally Accepted Marketing Standards (IAMST) Handbook by providing valuable insight.
- 3) Communicate and collaborate with the International Advisory Council for Marketing Profession (IACMP) in order to develop Internationally Accepted Marketing Standards.
- 4) Advice on practical techniques that can be used in order to facilitate the implementation of Internationally Accepted Marketing Standards (IAMST) world-wide.

The Internationally Accepted Marketing Standards Board (IAMSBB) will consist of academic leaders, consultants and business professionals with expertise and experience in the field of marketing. The IAMST Board will communicate and collaborate with the International Advisory Council for the Marketing Profession (IACMP) who will provide the board with their valuable input for the development and implementation of Internationally Accepted Marketing Standards (IAMST) and designations that are offered by IIMP®.

The participation in the IAMSBB will enable members to contribute to the advancement of the marketing designations by expressing their opinions on what should be published in the Internationally Accepted Marketing Standards™ (IAMST) Handbook, which will contain a description of generally accepted marketing practices. These board members will also share their perspectives and review the handbook on a regular basis in order to guide the progression of the IAMST Handbook throughout its development.

2. International Advisory Council for the Marketing Profession (IACMP)

Main Objectives of IACMP:

- a) Represent Marketing Professionals from different geographical areas.
- b) Guide the progression of the IAMS Handbook by providing valuable insight.
- c) Provide input to Internationally Accepted Marketing Standards Board (IAMSBS) in the development of Internationally Accepted Marketing Standards (IAMST).
- d) Promote the implementation of Internationally Accepted Marketing Standards (IAMST) within their country or region.

The International Advisory Council for the Marketing Profession (IACMP) will consist of a broad cross-section of academic leaders, consultants and business professionals with extensive experience and expertise in the marketing field. Each of these council members will represent a different country and will be able to contribute by expressing their points of view on contemporary marketing profession issues in their particular country or region.

The International Advisory Council for the Marketing Profession (IACMP) will communicate and collaborate with the Internationally Accepted Marketing Standards Board (IAMSBS), in order to provide advice on the implementation of Internationally Accepted Marketing Standards™ (IAMST) in their country and region and the establishment of the Certified Marketing Management Professional (CMMP®) and the Associate Certified Marketing Management Professional (CMMP®) designations that are offered by IIMP®.

Furthermore, the participation in the International Advisory Council for the Marketing Profession (IACMP) will enable members to contribute to the advancement of the marketing profession within their own country or region by expressing their opinions on what should be published in the Internationally Accepted Marketing Standards (IAMST) Handbook which will contain a description of internationally accepted marketing practices.

3. Advisory Council of Marketing Practitioners (ACMP)

Main Objectives of ACMP:

- a) Communicate and collaborate with the Internationally Accepted Marketing Standards (IAMST) Committee of IIMP®, in order to aid development of marketing designations.
- b) Guide the progression of the IAMST Handbook by providing valuable insight
- c) Provide feedback based upon their practical experiences and review the development and implementation of Internationally Accepted Marketing Standards (IAMST) Handbook.

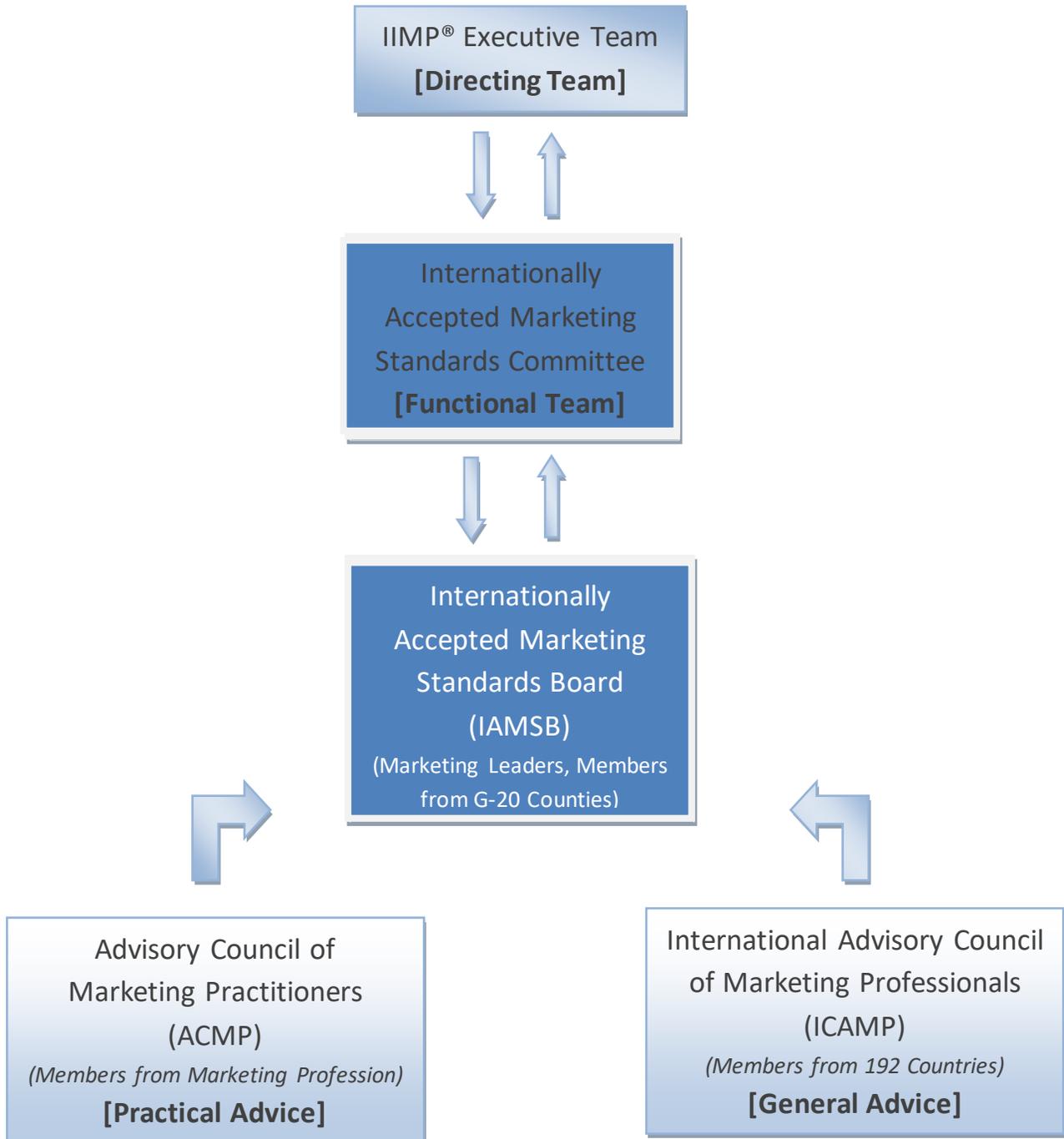
The Advisory Council of Marketing Practitioners (ACMP) will consist of practitioners working within the areas of marketing at management levels. These council members will be able to contribute by providing feedback based upon their practical experiences and review the development and implementation of the Internationally Accepted Marketing Standards (IAMST) Handbook. The council will communicate and collaborate with the Internationally Accepted Marketing Standards (IAMST) Committee of IIMP®, in order to provide their valuable input and review the development of the Certified Marketing Management Professional (CMMP®) designation.

The council's mandate will consist of sharing and reviewing interview data to make recommendations toward the advancement of marketing practices. The council's role will be a vital force in the development and establishment of the Internationally Accepted Marketing Standards (IAMST) Handbook due to their insight about marketing practices that are being applied in the contemporary marketing field.

Standards Setting Infrastructure Chart

International Institute of Marketing Professionals (IIMP®)

Internationally Accepted Marketing Standards-



Internationally Accepted Marketing Standards™ Board (IAMSB), Representing G-20 Countries

IAMST Board Members Representing Academia:

Argentina—Associate Professor Dr. Martín Ricardo Zemborain, PhD in Marketing, Associate Professor
Australia—Associate Professor Peter Reed, PhD in Management, Associate Professor of Marketing and MBA Director
Brazil—Prof. Dr. Helton Haddad Silva, PhD (Marketing), Associate Trainer
Canada—Prof. Dr. Colleen Collins, Ph.D. (Marketing), Associate Dean Graduate programs, Faculty of Business
China—Dr. Junsong Chen, Ph.D. in Marketing, Lecturer, Marketing Department CEIBS
France—Professor Dr. Pascal Brassier, Ph.D. in Management (Marketing), Chairman and Professor
Germany—Dr. Evelyn Kästner, Ph.D. in Marketing, Chair of Marketing Management HHL
India—Associate Professor Kunal Gaurav, MBA (Marketing), (PhD) Marketing Department
Indonesia—Professor Dr. Agus W. Soehad, Ph.D. in Marketing Strategy, Professor of Marketing
Italy—Professor Dr. Fabrizio Zerbini, Ph.D. (Marketing), Marketing Department
Mexico—Professor Dr. Martha Rivera Pesquera, Ph.D. in Marketing, Director of Marketing
Russian Federation—Professor Gregory Trousov, MBA, Director of Marketing Management
Saudi Arabia—Associate Professor Dr. Aftab Alam, Ph.D. in Business Administration, Marketing Department
South Africa—Prof. Dr. Frederick Herbst, Doctorate in Marketing, Associate Professor & Head: Doctoral Programmes
Korea Professor Dr. You JAE YI, Ph.D. in Marketing Service, Marketing & Promotion Management
Turkey—Professor Dr. Christophe Bisson, Ph.D. in Competitive Intelligence, Assistant Professor, MIS Department
United Kingdom—Professor Dr. Michael R. Czinkota, Ph.D. in International Marketing and Logistics, Professor (chair)
United States of America—Assistant Professor Dr. John Sailors, Ph.D. in Marketing, Assistant Professor of Marketing

IAMST Board Members Representing Corporate Sector:

China—Ms. Michelle Chan, MBA Head of Marketing and Corporate Affairs, Nokia Siemens Networks
India—Mr. Navnit Krishna Navnit, MBA, PhD Candidate Strategy & Transformation, IBV Lead - Automotive IBM
Indonesia—Mr. Herianto Sumali, CMO - ABC Alkaline, PT. International Chemical Industry / ABC Battery
Germany—Mr. Dirk Miller Vice President Corporate Communications Industry Solutions Division, Siemens AG
Japan—Mr. Gary Sausa Director, Marketing and Strategy Software Group, IBM
Mexico—Mr. Francisco Jimenez Viesca Chief Marketing Officer, PepsiCo America Foods
South Africa—Ms. Jacqualeene Humphries, MBA (Marketing – Technology) Chief Marketing Officer, Neotel (Pty) Ltd.
Saudi Arabia—Mr. Mohamed T. Kesseba, MBA (Marketing), DBA Candidate, Marketing Director at QUALCOMM

Advisory Council of Marketing Practitioners (ACMP)

ACMP Members Representing Marketing Practitioners and Consultants:

- Bruce Kirby, President, Silver Maple Communications
- Amir Ali, President, Royal Capital Inc.
- Angela La Gamba, Marketing Manager, Embanet – Compass Knowledge Group
- Armen Matosyan, Senior Business Development Manager, EcoCarrier Communications Inc.
- Bill Davis, President, Davis Marketing Group, Inc
- Denzil D'Sa, Marketing & Communications Manager, Bombardier Business Aircraft
- Derek Karam, Chief Marketing Officer (CMO), OnPath Business Solutions Inc.
- Farhan Majeed, MBA (Marketing), Webmaster and Researcher, Marketing Circle
- Gabriel Hernandez Figueroa, Senior Marketing Manager, Product Management Canadian Imperial Bank of Commerce
- Heather J. Riddell, Marketing Director, Felix Global Corp.
- Holly Christie, Marketing Director, Atlantic Business College
- Leigh Manikel, VP Aftermarket Sales and Marketing, Enns Brothers
- Linda Martin, Head of North American Marketing, FGF Brands
- Mario Bottone, Vice President and General Manager, Strategic Accounts Workopolis
- Marla Spergel, PhD Candidate, Marketing Manager- Strategy and Branding, Ted Rogers School of Management
- Michael Gerstel, Senior Consultant, Concordia Small Business Consulting Bureau
- Peter Mann, Marketing Consultant, Acme Marketing
- Rajat Chopra, Associate Director, Brand and Strategy - Interactive Marketing Bell Canada
- Ron Cann, Director, Product Marketing & Sales, Central 1 Credit Union
- Terry Carrick, Director of Marketing, Indigene Pharmaceuticals
- Victor Sky, Content and Web Strategy Manager, Toronto Board of Trade
- Victoria Saridou, Marketing Director, Deep Excavation

International Advisory Council for the Marketing Profession (IACMP)

Representing 192 Countries:

- **Albania**—Dr. Nene Mamica, PhD, Head of Department (Economy Marketing & Tourism)
- **Algeria**—Dr. Sofiane Achi, Masters in Marketing, Doctorate in Medicine Medico-Marketing Director
- **Andorra**—Ms. Mònica Fresno, Masters in Marketing, President
- **Angola**—Ms. Ana Bacellar, Master in Project Management, Marketing Director
- **Antigua and Barbuda**—Dr. Lorraine Headley, Doctorate Business Administration, Managing Director
- **Argentina**—Prof. Dr. Fernando Zerboni, PhD in Marketing, Professor of Marketing
- **Armenia**—Prof. Dr. Arthur Arzumanyan, MBA, PhD Economics, Head of Marketing Division
- **Australia**—Dr. Alan Kaplan, PhD (Business), Marketing and Communication
- **Austria**—Dr. Alexandra Fenzl, PhD in International Management, Chief Executive Officer
- **Azerbaijan**—Ms. Aygul Isayeva, M.Sc. (Business & Economics), Instructor/Assistant to the President
- **Bahamas**—Ms. Raquel Hart, Director of Marketing & Training
- **Bahrain**—Mr. Ammar Hamadien, MBA Program Director, Products and Innovation
- **Bangladesh**—Prof. Bashir Bhuiyan, PhD (Marketing), Associate Professor
- **Bangladesh**—Prof. Hamid Abdul, MBA (Business), Assistant Professor (Marketing & Communications)
- **Barbados**—Mr. James Corbin, MSc (Information Technology), Executive Vice President Strategy & Transformation
- **Belarus**—Ms. Anna Sadovaya, International Roaming Coordinator
- **Belgium**—Prof. Dr. Gordy Pleyers, PhD (Marketing), Professor
- **Belize**—Mr. Imran Hashmi, B.Com., Chief Executive Officer
- **Benin**—Mr. Emmanuel Obeta, Country Head, Marketing & Corporate Communication
- **Bhutan**—Mr. Jai Rai, MBA, Business Advisory, Bhutan Institute for Training and Development
- **Bolivia**—(Plurinational State of), Rodrigo Perez de Tudela, MBA, Senior Consultant
- **Bosnia and Herzegovina**—Prof. Dr. Almir Pestek, PhD in Economics (Marketing), Deputy Director
- **Botswana**—Mr. Thabo Motshwari, BA (Marketing), Marketing Executive
- **Brazil**—Prof. Carlos Alecrim, MBA, Director Corporative
- **Brunei Darussalam**—Ms. Noreliza Omar, M.Sc. (International Business & Management), Supply Chain Executive
- **Bulgaria**—Prof. Dr. Alex Simidchiev, M.D. (Medicine), Marketing Director
- **Burkina Faso**—Mr. Sidiki Traore, MBA (Marketing & Management), Director of Network & Development
- **Cameroon**—Mr. Aime Cesar Ngalle, MBA (Marketing), Marketing Manager
- **Canada**—Dr. Suneel Sethi, PhD Business Administration, Corporate Advisor
- **Canada**—Dr. Xiaowen Bao, PhD (Information Science), Chief Executive Officer and Co-Founder
- **Cape Verde**—Mr. Paulino Dias, MS (Global Management), Executive Director
- **Cape Verde**—Ms. Eileen Barbosa, BBA (Marketing), Administration
- **Chad**—Mr. Siaka Koné, BA (Business Management), Chief Commercial Officer
- **Chile**—Dr. Christian Felzensztein, PhD in International Marketing, Associate Professor of Marketing
- **China**—Prof. Dr. Clyde A. Warden, PhD in Marketing, Professor of Marketing
- **China**—Prof. Dr. Jane Wu, PhD (Marketing), Professor
- **Colombia**—Prof. David Gleiser, PhD, Managing Director

- **Congo**—Ms. Josee Cremieux, MBA, Customer Value Development Manager
- **Costa Rica**—Ms. Patricia Casanova, MBA (Marketing), Marketing Director
- **Côte d'Ivoire**—Mr. Franck Berthod, MBA (Marketing & Management), Managing Director
- **Croatia**—Ms. Nives Seremet, MBA, Marketing Director
- **Cyprus**—Dr. Lycourgos Hadjiphanis, PhD (Marketing), Lecturer
- **Czech Republic**—Mr. Martin Merinsky, DBA in Business Administration (Candidate), Chief of the Marketing & Sales
- **Democratic Republic of the Congo**—Joel Mophu, MBA, Head of Administration and Finance for Central Africa
- **Denmark**—Prof. Dr. Svend Hollensen, PhD (International Marketing), Associate Professor
- **Djibouti**—Mr. Clifford (Wazone) Mwatela, Head of Marketing
- **Dominica**—Mr. Michael Fagan, BSc, Managing Director, PW Bellot and Co Ltd.
- **Dominican Republic**—Ms. Martha Nuñez Anico, MBM, Chief Executive Officer
- **Ecuador**—Mr. Carlos Proaño, MBA (International Business), Head of Marketing
- **Egypt**—Prof. Dr. Yasser M. A. Aly, PhD Business Admin., Assistant Professor & Certified Regional Trainer and Consultant
- **El Salvador**—Mr. Rodolfo Salazar, BA, Vice President of Marketing Solutions
- **Equatorial Guinea**—Mr. Zo Ny Aina Rakotofiringa, MS (Marketing), Chief Communications Officer
- **Estonia**—Mr. Roman Sergejev, Business Owner
- **Ethiopia**—Mr. Philip J O'Dwyer, MBA, Chief Executive Officer
- **Fiji**—Mr. Tharinda Premasiri, M.Sc. (Information Technology), Manager - CRM, Loyalty and Business Intelligence
- **Finland**—Prof. Dr. Jari Salo, D.Sc. (Marketing), Professor
- **France**—Dr. Erdogan Cesmeli, MBA, PhD (Biomedical Engineering), Chief Marketing Officer Interventional
- **France**—Prof. Dr. Klaus Wertenbroch, PhD in Marketing, Professor of Marketing
- **Gabon**—Mr. Ulrichoxens Emame, Masters (Marketing and International Business), Group Marketing Product Manager
- **Georgia**—Ms. Nina Chichua, MBA (Marketing Management), Head of Privatization Unit
- **Germany**—Prof. Volker Kraft, Assistant Professor for Marketing & Media Management
- **Ghana**—Ms. Enyonam Avevor, MBA, Branch Head
- **Greece**—Dr. Sofia Daskou, PhD (Marketing), MBA Program Coordinator
- **Grenada**—Ms. Carlana Charles, BBA (Management Studies), Internet Marketing, Online/Virtual Events
- **Guatemala**—Prof. Carlos Castillo León, MBA (International Business), Professor of Business Management
- **Guinea**—Mr. Moussa Mouctar Barry, Business Intelligence Manager
- **Guinea Bissau**—Mr. Nelson Guy Keny, DESS (Marketing), BS (Marketing), Operations Manager
- **Guyana**—Ms. Stacey Dos Santos, CIM (Marketing), Masters in Business Management, President/CEO
- **Honduras**—Ms. Ana Laffite, MBA (Marketing), Vice-Governing North Zone
- **Hungary**—Prof. Moses Isaac Odhiambo, PhD, EMS Green Agri-Chem Industry Safety Technical EU Expert
- **Iceland**—Ms. Inga Hlin Palsdottir, M.Sc. (International Marketing), Director, Branding & PR
- **India**—Dr. Anurag Dugar, PhD (Marketing), Associate Professor (Marketing Management)
- **India**—Dr. Satya Prasad V.K., PhD, Associate Professor of Marketing
- **India**—Prof. Dr. Mohsin Shaikh, PhD Business Administration, Professor & Head DMS SKNCOE Pune
- **India**—Prof. Dr. Naushadul Haque Mullick, PhD (Marketing), Professor and Program Director (Marketing)
- **Indonesia**—Mr. Sumardy Ma, MBA (Marketing), Owner and Co-Founder
- **Indonesia**—Ms. Lucia Karina, Civil Engineer, Country VP Marketing & External Affairs
- **Iran (Islamic Republic of Iran)**—Ms. Elham kabiri, B.sc., M.A., Marketing Executive

- **Iraq**—Mr. Fayez Istanbuli, MBA (Global Marketing), Client Service Director
- **Ireland**—Ms. Gillian Horan, MBS (Marketing/Branding), Lecturer of Marketing and Entrepreneurship
- **Ireland**—Prof. Dr. John Fahy, MSc (Marketing), PhD (Strategy), Professor of Marketing
- **Israel**—Prof. Dr. Hornik Jacob, PhD (Marketing Management), Professor of Marketing/Head, Management Department
- **Italy**—Dr. Giuseppe Di Donna, PhD in Marketing Management, Marketing Lecturer
- **Jamaica**—Ms. Ceceille Palmer, MBA, Program Director/Marketing Manager
- **Japan**—Prof. Mary Reisel, PhD in Social Anthropology (Candidate), Professor of Anthropology of Japanese Culture
- **Jordan**—Dr. Mamoun N. Akroush, PhD in Marketing, Vice Dean of TAG-College/Associate Professor of Marketing
- **Kazakhstan**—Mr. Alexander Dorofeyev, President, International agency of market research (IAMR)
- **Kenya**—Prof. Dr. Francis N. Kibera, PhD in Marketing Strategies, Professor of Marketing
- **Kuwait**—Dr. Abdullah Sultan, PhD (Business Admin. Marketing), Assistant Professor
- **Kuwait**—Prof. Dr. Ahmad AbdI-Rahman Ahmed, PhD in Marketing, Professor/Department Marketing and Management
- **Kyrgyzstan**—Mr. Ulan Muhamed, MMC (Marketing), Head of Marketing and Sales Department
- **Lao People's Democratic Republic**—Mr. Deenu Abishek Wayte, M.Sc. in Management (Marketing), Project Manager
- **Latvia**—Mr. Jurij Taroviks, MBA (Marketing/Economics), Head of Sales & Marketing
- **Lebanon**—Dr. Maya F. Farah, PhD in Marketing, Assistant Professor in Marketing
- **Lesotho**—Mr. Ngonidzashe Makwindi, MBA, Program Leader: Tourism and Hospitality, Limkokwing University
- **Liberia**—Ms. Fatu Gbedema, MA, MSc (Business Admin.), Executive Director and Chair
- **Liechtenstein**—Mr. Carvalho Pedro, Master (Economics), EP (Marketing), Corporate Product Manager
- **Lithuania**—Dr. Dalia Kriksciuniene, PhD Marketing Information Systems, Associate Professor
- **Luxembourg**—Mr. Benjamin Osete, Masters (Marketing & Business Admin.), Managing Director
- **Macedonia (Republic of)**—Assistant Prof. Dr. Ilijana Petrovska, PhD in Marketing, Assistant Professor
- **Madagascar**—Prof. Dr. Amena Abdirassoul, PhD (International Marketing), International Consultant
- **Malaysia**—Dr. Eric Bindah, MBA, PhD (Business Administration/Marketing), Lecturer
- **Malta**—Mr. Mark Galea, M.A., Advertising Executive
- **Mauritania**—Dr. Sidi Mohamed Ould Dhaker, PhD (Strategic Management), DME Specialist
- **Mauritius**—Mr. Eric Di Betta, Managing Director
- **Mexico**—Dr. Jacqueline Bouzada, PhD in Strategy, Commercial Manager
- **Mongolia**—Mr. Bilegsaikhan (Bill) Bayaraa, BA, Cert. (Marketing), Independent Marketing & Sales Consultant
- **Morocco**—Mr. Adil Chouiekh, PhD in Competitive Intelligence (Candidate), Business Intelligence Project Manager
- **Mozambique**—Ms. Claudia Chirindza, ISPU (Marketing & Advertising), Manager: Events &
- **Myanmar**—Mr. Sai Han Linn, PhD (candidate) CA, MBA (marketing), Chief Marketing Officer
- **Namibia**—Mr. Jerome Mouton, MBA (Strategic Management), Chief Executive Officer
- **Nepal**—Mr. Saroj Luitel, M.A., Country Manager-Sales & Marketing
- **Netherlands**—Prof. Dr. Carla C.J.M. Millar, PhD, Professor, International Marketing & Management
- **New Zealand**—Dr. Robert Davis, PhD (Marketing), Associate Professor/Head of Department
- **Nicaragua**—Angel R Talavera, MBA (Marketing & Sales), Channel Business Accountability DTT Manager
- **Niger**—Mr. Carlos W. Yanogo, MS (Marketing), Marketing Segments Manager
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Abbreviations

The following abbreviations have been used within this CMMP® Roadmap:

- **IAMSB** (Internationally Accepted Marketing Standards Board)
- **IACMP** (International Advisory Council for the Marketing Profession)
- **ACMP** (Advisory Council of Marketing Practitioners)
- **IJMPP** (International Journal of Marketing Principles and Practices)
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