

IIMP[®]

**INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
COLLEGIATE SCHOLARSHIP PROGRAM**



*A Smart Initiative to Achieve a Globally-Recognized
Professional Designation!*

CMMP[®]

CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

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IIMP® Collegiate Scholarship Program (CSP)

IIMP® Collegiate Scholarship:

The International Institute of Marketing Professionals (IIMP®) in collaboration with the Certified Marketing Management Professionals of Canada has launched the IIMP® Collegiate Scholarship Program (CSP) for its CMMP® designations for the sessions starting in 2014, 2015 and 2016.

The IIMP® Collegiate scholarship is intended to be awarded to those post-secondary and higher education students who will be winners in challenging competitions within the areas including marketing, sales, advertising, logistics and business around the globe. Additionally, the IIMP® Collegiate scholarship will be granted to those graduates who will secure the highest positions in the diploma/degree programs offered by the "IIMP® Accredited Educational Institutions". The scholarship will subsidize entry into the CMMP® (Certified Marketing Management Professional) program which will provide rigorous professional skills to prepare candidates to receive CMMP® title, a globally-recognized professional designation, upon successful completion. The scholarship winners will be required to demonstrate academic and professional requirements in order to enter the CMMP® designation.

The CMMP® program will be offered to the competition winners based upon their academic backgrounds in the following manner:

- a) Diploma holders will receive subsidized Associate CMMP®, an introductory level international certification designed to individuals who know about the marketing discipline but are new to the field of study;
- b) Bachelor's degree holders will receive subsidized Manager CMMP®, an intermediate level international certification designed for marketing professionals who are very familiar with various concepts of the discipline of marketing;
- c) Master's degree holders will receive subsidized Executive CMMP®, an advanced level international certification designed especially for marketing professionals who have to meet customer needs in the rapidly growing and globally competitive markets around the world.

About CMMP® Designation:

IIMP® accreditation CMMP® (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing. This program will recognize the perseverance, dedication and competence of successful marketing professionals all around the world. Those who earn the CMMP® demonstrate a deep, yet broad knowledge of marketing. It denotes high professional, educational and ethical standards in marketing and is valuable to those practitioners who earn it, to the clients and organizations they represent and most importantly to the marketing profession itself.

The CMMP® designation consists of the following four designations. A brief introduction of these four CMMP® designations is available as follows:

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

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 of Associate CMMP.

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.

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.

4. Chartered CMMP®

IIMP® accredited Chartered CMMP® are international certifications 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.

CMMP® Designation Holders:

- 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 Management.
- 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.

CMMP® Handbook Overview:

The CMMP® designation is delivered through a professional handbook that covers technical and practical aspects of Marketing. It 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 globally 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.

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About IIMP®:

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organization which develops and advocates international standards within the marketing field. Founded in 2009, IIMP® actively continues to pioneer in setting standards for certifying marketing practitioners around the world. The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards™ (IAMST) Board, which represents the G-20 countries.

The IAMST Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations across the G-20 countries. The IIMP® has the most widely reaching advisory network throughout the world. The International Advisory Council for the Marketing Profession (IACMP) currently represents 192 countries, including a broad cross-section of academic leaders, consultants and business professionals with extensive expertise in the marketing field.

With its expertise in developing high professional, educational and ethical standards in marketing, IIMP® promotes the adaptation of IAMST through Certified Marketing Management Professional (CMMP®) program offering the CMMP® designations to validate the knowledge and skills of marketing professionals.

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About CMMP Canada:

Certified Marketing Management professionals of Canada (CMMP® Canada) is a not-for-profit an affiliate institute of the International Institute of Marketing Professionals (IIMP®), it's mandate includes implementation of Internationally Accepted Marketing Standards, Marketing Designations and educational programs for the local marketing community members within Canada.

Objectives:

- Advocate pertinent legislative issues that Marketing Professionals are faced with in Canada;
- Protect and represent the interests of Marketing Professionals in Canada;
- Developing and implementing standards for the practice and certifications in the areas of marketing;
- Accreditation of training providers for delivering quality and focused training;
- Building and implementing code of ethics among memberships;
- Providing communicational opportunities for those working in the field of marketing;
- Establishing appropriate testing and examination criteria for achieving marketing designations.

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