



IIMP® partners BBICC 2014 to support global undergraduate competition

International Institute of Marketing Professionals (IIMP®) partners the Belgrade Business International Case Competition 2014 (BBICC 2014), the global undergraduate business case competition that will be held in Belgrade, Serbia, from 1st to 6th of April.

Toronto, Canada — March 19, 2014 — The International Institute of Marketing Professionals (IIMP®) partners [Belgrade the Business International Case Competition 2014](#) (BBICC 2014), the global undergraduate business case competition that will be held in Belgrade, Serbia, from 1st to 6th April, by the University of Belgrade.

Each winning team member will be awarded with an "IIMP Collegiate Scholarship" to enter the Certified Marketing Management Professional program (CMMP®), a globally-recognized and respected measure of professional and academic excellence in the practice of marketing.

This competition represents a unique opportunity for international business schools to participate in the first Southeastern Europe case study competition. This year, Belgrade hosts 12 teams of undergraduate students from around the world that will compete in solving case study given by one of the partner companies. The companies' representatives will be members of the jury. In this way, the best students are introduced to the best companies, while the knowledge gained through studies will be more successfully applied in practice.

Participating Teams:

- BI Norwegian Business School
- Copenhagen Business School
- Maastricht University
- McGill University
- National University of Singapore
- Queensland University of Technology
- Simon Fraser University
- Thammasat University
- University of Belgrade
- University of California Berkeley
- University of Melbourne
- University of Porto

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: "IIMP® defends a close collaboration between academic and professional worlds. Professionals that are better preparer can easier overcome many of the obstacles that they will face with arriving to market. This partnership goes in that direction. IIMP® supports these types of initiatives and is in Belgrade for, together with BBICC, encouraging top talents! The winners of this hard competition will be awarded with a scholarship to enter the Certified Marketing Management Professional program (CMMP®), which is another sign of its role distinguishing marketing professionals worldwide."

The CMMP® designation is validation that a professional in the field of marketing has successfully demonstrated competency in the knowledge, skills and abilities required to practice marketing effectively in today's business arena. Candidates for the CMMP® designation program are welcome to [apply](#).

Learn more about CMMP®: <http://www.theiimp.org/cmp-designation/>

Learn more about IIMP® Collegiate Scholarship: <http://www.theiimp.org/iimp-collegiate-scholarship-program/>

About the [International Institute of Marketing Professionals \(IIMP®\)](#):

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organization, which develops and advocates international standards within the marketing field. 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 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. This diverse membership will undoubtedly bring a real synergy between the science and practice. The IAMST Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP), which has representation from 158 countries and Advisory Council of Marketing Practitioners (ACMP).

About [CMMP® Designation](#):

IIMP® accredited CMMP® (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional achievement 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 the following four designations. A brief information about these four CMMP® designations is available here: Associate CMMP®, Manager CMMP®, Executive CMMP®, Chartered CMMP®.

MEDIA RELATIONS CONTACTS:

Prof. Dr. Chuck Hermans, MBA, PhD (Marketing)

Senior Vice President Marketing

International Institute of Marketing Professionals (IIMP®)

E-mail: chuckhermans@missouristate.edu

Sandra Pedro, MSc (Communication Science)

Senior Public Relations Manager

International Institute of Marketing Professionals (IIMP®)

E-mail: sandraigpedro@gmail.com

Mailing Address:

Media Room

International Institute of Marketing Professionals

24-499 Ray Lawson Blvd., P.O. Box 185

Brampton, L6Y 4E6, Ontario, Canada