



THE IIMP[®] TEAMS GROW TO OVER 500 VOLUNTEER MEMBERS

I am delighted to announce that the IIMP[®] has grown to over 500 motivated members whose dedication contributes to various groups such as advisory board and councils, executive team, volunteer committees, editorial boards, contributing authors and support team.

It is exciting to see how marketing professionals are joining the growing IIMP[®] teams and are eager to contribute to the advancement of the profession globally. Even though these energetic professionals all live in different parts of the world, share different languages and cultures, they come together through a mutual platform of marketing.

In the first quarter of 2013, the IIMP[®] has advanced in a number of fronts including:

- The launch of the CMMP[®] designations
- Release of the Associate CMMP[®] handbook
- Academic partnership talks with a number of educational institutions
- Announcement of launching the "Marketing Practitioner Magazine"
- Completion of IIMP's Corporate Identity Program
- Release of the third issue of the International Journal of Marketing Principles and Practices

The IIMP's executive team values the involvement of our volunteers and highly appreciates their devotion to the great cause of furthering the marketing profession around the world.

Nisar Butt, MBA, DBA Scholar

President and Chief Executive Officer
International Institute of Marketing Professionals
nbutt@theiimp.org

INTERNATIONAL JOURNAL OF MARKETING PRINCIPLES AND PRACTICES

The International Journal of Marketing Principles and Practices (IJMPP) is a high quality scholarly publication of leading and innovative information in the area of marketing, which is envisioned to be a vital tool for the benefit of marketers worldwide.

[Learn more...](#)

INTERNATIONALLY ACCEPTED MARKETING STANDARDS ON THE WAY

Globalization and integration of international markets call for a new approach to marketing and its standards. The IIMP is responding to those changes with development of Internationally Accepted Marketing Standards (IAMST).

The IAMST team started developing marketing standards that will become a foundation for a much broader set of internationally accepted marketing practices worldwide. Many would suggest that such a task is close to "mission impossible", but it is fair to say that certain marketing practices around the world are applicable for any market.

At this time, some of the groundwork has been completed. It is far away from being finished, but promisingly moving forward. One step at the time per member, few steps at the time for the team.

Teofilovic Djordje, MBA, DBA Marketing (Candidate)

Senior Vice President
IAMST Committee
International Institute of Marketing Professionals

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ACADEMIC ACCREDITATION COMMITTEE MOVES FORWARD WITH CMMP[®] DESIGNATIONS

The Academic Accreditation Committee (AAC) is an integral part of the International Institute of Marketing Professionals (IIMP[®]). The AAC is responsible for planning, directing, administrating and evaluating the educational institution's general education and transfer disciplines. The Committee members are actively engaged with Senior Vice President of Academic Accreditation for selecting and accrediting institutions in order to support IIMP's accredited CMMP[®] (Certified Marketing Management Professional) designations. Moreover, the AAC is coordinating policies and procedures related to the accreditation of educational centres. The AAC collaborates and communicates with the Education Management Committee (EMC) in order to discuss progressive marketing issues that can be implemented in educational curriculums.

The AAC consists of the following dedicated teams that are contributing to different areas with the active support of the IIMP President Mr. Nisar Butt and Senior Vice President, AAC, Md. Zahir Uddin Arif:

1. Accreditation Program Development Team
2. Academic Program Development Team
3. Institutional Communication Team
4. Accreditation Administration Team
5. Education Promotional Team

For the purpose of the AAC functions, recently the AAC Mandate has been developed and approved by the AAC and the Executive Board of IIMP with the team leadership of the IIMP President Mr. Nisar Butt, other members of the respective committee of IIMP to execute and implementing the planning of IIMP' to achieve the goals. As a result, IIMP has already launched its CMMP designation under the following four categories:

1. Associate CMMP[®],
2. Manager CMMP[®],
3. Executive CMMP[®], and
4. Chartered CMMP[®].

IAMS Board Represents G-20

The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards Board which represents the G-20 countries; the IAMS Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations whom are dedicated to contribute to the advancement of the marketing community.

[Learn more...](#)

The AAC has already formed the Authorized Education Centres Program that consists of two major areas that includes CMMP[®] Pre-Admission and Post-Admission Programs for recognizing and authorizing educational institutions worldwide.

The two major areas have been divided into the following five categories in terms of recognizing or accrediting the educational institutions and exam centres worldwide to empower them to provide education and training programs required for candidates to enter and successfully achieve CMMP[®] designations.

1. IIMP[®] Recognized Institutions
2. IIMP[®] Accredited Institutions
3. IIMP[®] Certified Study Centres
4. IIMP[®] Authorized Professional Training Centres
5. IIMP[®] Authorized Exam Invigilation Centres

With its relentless efforts and team work, The AAC is expecting the continuous success of the IIMP with its objectives for the professional development of marketing professionals worldwide in near future.

Md. Zahir Uddin Arif

Senior Vice President, Academic Accreditation Committee
International Institute of Marketing Professionals
Asst. Professor, Department of Marketing
Jagannath University

[Learn more...](#)

IIMP[®] World-Wide Network: 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. Each of these council members represents a different country expressing a wide ranging set of views.

[Learn more...](#)

IIMP[®] BUSINESS MODEL BY BUSINESS STRATEGY TEAM

Dear Marketers,

It is my pleasure to share with you some insights in one of the most vibrant topics currently being led by the IIMP's Business Strategy Committee: Crafting IIMP's Business Model.

Each volunteer around the globe, individually contributing on his / her field of expertise create this greater network of knowledge and skills that is called the IIMP[®]. This holistic synergetic approach sustains the IIMP's vision of being the premiere association in setting standards for certifying marketing practitioners around the world.

The fast growing and changing environment in which we all live and work requires that we invest in openly communicating the organizational strategy and actively involve all stakeholders in the definition and improvement of our discipline as it evolves into the future.

IIMP's business model describes the value of the IIMP[®] organization in a visual representation, as a system, as a network of causes and effects that determine the extent to which IIMP[®] creates added value to the marketing profession and all the different IIMP[®] stakeholders.

I am delighted to see the first version of IIMP's Business Model being finalized. Very soon we will have the final version to be shared with all of you.

I would like to personally invite each and every one of you to become part of the IIMP's Business Strategy Committee and actively participate in this and other exciting topics that the committee is embracing.

All the best,

Pedro Carvalho

Vice President Business Strategy
International Institute of Marketing Professionals

"MARKETING PRACTITIONER" MAGAZINE TO BE LAUNCHED

Dear Marketers,

The International Institute of Marketing Professionals (IIMP[®]) plans to launch a marketing magazine. The electronic version of the magazine will be 3.0 since the majority of articles will respond to requests gathered from the magazine web site and social media. We look forward to receiving your input and articles, which will allow us to create the most cutting edge and successful marketing magazine.

Yet again, IIMP[®] intends to showcase its dedication to satisfying the needs of the global marketing community as a voice that is bolstered by a broad spectrum of opinions and ideas from around the world. Its board members represent 192 countries, and because of this, IIMP[®] has the potential to support and disseminate marketing ideas from any and all public and private organizations.

List of Editorial Board Members:

- Dr. Destini Copp, Editor-in-Chief
- Dr. Christophe Bisson
- Dr. Bikramjit Rishi
- Prof. Dr. Robert E. Dratwa
- Bill Davis
- Tina Šegota
- Carlos Proaño
- Juan Guerra
- Sai Han Linn

I would like to thank all of our stakeholders and members who have helped bring success to IIMP[®] and its related organizations!

Sincerely,

Dr. Christophe Bisson, Ph.D.

President,
Internationally Accepted Marketing Standards Board
Kadir Has University, Istanbul
cbisson@khas.edu.tr



No business around the world can afford to ignore the importance of marketing. Large business or small, non-profit organization or industrial product manufacturers, CMMP[®] designation holders can effectively contribute to any business sector.

The application date for the CMMP[®] designations for Summer 2013/14 session has been extended to April 30, 2013. [Learn more...](#)

SPECIAL THANKS TO THE MARKETING TEAM MEMBERS

Dear Members and Volunteers,

I am thankful to work with a great team in the Marketing and Communications Committee.

I want to congratulate Dr. Vickram Aadityaa on assembling a Corporate Image Program for the IIMP[®], CMMP[®] and all of our brands and trademarks. This program will be significant in helping all of our committees to standardize our corporate image and brands in every market we engage. The Corporate Image Program will be available for download on the IIMP[®] website soon.

I would also like to thank Tina Šegota for her dedication to leading the team which brings us this newsletter.

Please join me in thanking them.

Sincerely,

Dr. Chuck Hermans, PhD
Senior Vice President Marketing
International Institute of Marketing Professionals
chuckhermans@missouristate.edu

GIIM BECOMES THE FIRST "AUTHORIZED PROFESSIONAL TRAINING CENTRE"

The IIMP[®] and Global Institute for IT Management (GIIM) are partners for the Certified Marketing Management Professional (CMMP[®]) designation. GIIM is the first authorized professional training center to provide certification courses for candidates to achieve the CMMP[®] certification and will be offering face-to-face classroom training to provide courses on Executive CMMP[®] Preparation and Chartered CMMP[®] Preparation, in order to prepare candidates to complete training from the CMMP[®] handbook and apply that training towards receiving CMMP[®] designation. [Learn more...](#)



WELCOME TO NEW VOLUNTEERS

- **Prof. Dr. Babak Behboudi, PhD (Marketing):**
Vice-President Global Alliances, Middle East & Oceania
- **Bernardo Robledo, CITP/FIBP:**
Director In-Country Marketing-Sales
- **John Henry McDonald, BA:**
Vice-President Membership Services
- **Ricardo McKlmon, MBA:**
Director Membership Services
- **Dr. Lucia Aiello, PhD (Marketing & Communication):**
Vice-President Human Resources
- **Maya Capablanca Fernandez:**
Graphic Designer
- **Chowdhury Mohibul Hasan, MBA:**
Brand Manager for CMMP[®] Strategy Development

View a full list of all IIMP[®] team members: [Learn more...](#)

If you are interested in joining the volunteer teams at the IIMP[®], please visit our website and indicate the committee and volunteer position title that you intend to join when completing the application: [Learn more...](#)



HONOURING THE CMMP[®] HANDBOOK AUTHORS

The International Institute of Marketing Professionals highly honours the following esteemed authors for their gracious contribution to the CMMP[®] handbooks that are to be used for delivering the training for the Certified Marketing Management Professional designations offered by the IIMP[®].

The CMMP[®] Handbook Authors:

- Prof. Dr. Appalayya Meesala, MBA, PhD
- Prof. Dr. Koen Pauwels, PhD (Marketing)
- Prof. Dr. Naushadul Haque Mullick, PhD
- Prof. Dr. Reinaldo Gregori, MA, PhD
- Prof. Fabiano Cucolo, MS, GIS, PhD Candidate
- Prof. Dr. Fernando Zerboni, PhD
- Prof. Jagdish Khatri, BE (Mech.), MBA
- Prof. Kunal Gaurav, M.B.A, PhD (Marketing)
- Prof. Shyama Kumari, MBA, PhD Candidate
- Dr. Aftab Alam, PhD (Business Administration)
- Dr. Alexandra Fenzl, PhD
- Dr. Alan Kaplan PhD (Business)
- Dr. Arthur Arzumanian, MBA, PhD (Economics)
- Dr. Bikramjit Rishi, MBA, PhD (Management)
- Dr. Bashir Ahmed Bhuiyan, PhD (Marketing)
- Dr. Christophe Bisson, PhD
- Dr. Doroteya Naboko, MSc, PhD (Pharmacy)
- Dr. Hanoku Bathula, PhD
- Dr. Jean-Paul Peronard, MSc, PhD (Marketing)
- Dr. Kamen Boyanov Spassov, MBA, PhD
- Dr. Madhavi (Ayyagari) Ganju, PhD (Marketing)
- Dr. Martin Zemborain, MBA, PhD (Marketing)
- Dr. Sanjaya Singh Gaur, PhD
- Dr. Slavica Cicvaric Kostic, PhD (Marketing & PR)
- Dr. Suneel Sethi, PhD, MABC, FIMM, MIMA, A-IIMA
- Dr. Tamara Vlastelica Baki, PhD (Marketing)
- Dr. Veena Tewari Nandi, MBA, PhD (Marketing)
- Dr. Vimi Jham, PhD (Relationship Marketing)
- Dr. Yoosuf Cader, Masters in Marketing, PhD
- Dr. Zafer Oter, MSc, PhD
- Mr. Teofilovic Djordje, MBA, DBA Marketing (Candidate)
- Ms. Laura Callow, B.Com, MBA
- Mr. Mihajlo Popesku, PhD candidate
- Mr. Md. Jahangir Alam, BA, MBA (Marketing)
- Mr. Mohamed T. Kesseba, CM, MBA, DBA Candidate
- Mr. Sumardy Ma, MM (Marketing)
- Ms. Tasnim Eran, MS (International Marketing)
- Ms. Victoria Saridou, MBA

ACADEMIC ACCREDITATION TEAM NEEDS NEW VOLUNTEERS

The Academic Accreditation Committee (AAC) at IIMP[®] is responsible for planning, directing, administrating and evaluating the educational institution's general education and transfer disciplines. The AAC is seeking new volunteers to join the esteemed teams.

[Learn more...](#)

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About the IIMP[®] Newsletter:

The International Institute of Marketing Professionals (IIMP[®]) has introduced exclusive membership quarterly newsletter. The members receive exclusive information about marketing standards, IIMP[®] work in Committees, development and progress in marketing academia sphere and practices, exclusive membership benefits etc. All members are welcome to contribute the news or progress updates to: newsletter@theiimp.org