

4TH ANNIVERSARY OF IIMP[®] SUCCESS

Dear Fellows,

We have celebrated fourth year of IIMP's anniversary in July 2013, during the year we have experienced an enormous success, here are some of the achieved major milestones:

- Preparation of comprehensive benefits and recognition awards for team members
- Commenced a partnering program for marketing, media and resource partners
- Released four CMMP[®] handbooks to deliver CMMP[®] designation program
- Unveiled the Corporate Identity Program of IIMP[®]
- Launched "IIMP[®] Authorized Education Centres Program" to establish Study Centres Worldwide
- Opened registration for the CMMP[®] certification programs
- Established "CMMP[®] Canada" as the IIMP's first chapter in Canada
- Introduced enhanced Marketing and Communications Committee
- Partnered with "SIMSR Global Marketing Conference" in India
- Launched new socially engaging website of IIMP[®]

As we have entered the 5th year there is a lot more in the pipe line that our dedicated team members have been working on.

I highly commend participation of all contributors to the stunning growth of IIMP[®] as a leading global organization in the areas of marketing.

All the best,

Nisar Butt, MBA, DBA Scholar
President and Chief Executive Officer
International Institute of Marketing Professionals
nbutt@theiimp.org

The logo for CMMP (Certified Marketing Management Professional) features the letters 'CMMP' in a large, bold, blue sans-serif font. A registered trademark symbol (®) is positioned to the upper right of the 'P'.

CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

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 recognizes the perseverance, dedication and competence of successful marketing professionals all around the world. Those who earn the CMMP[®] designation demonstrate a deep, yet broad knowledge of marketing.

[Learn more...](#)

THE IIMP[®] WELCOMES THE KARMA GROUP AS A CORPORATE MEMBER

We are pleased to inform you that The Karma Group has been accepted to be a Corporate Member of the International Institute of Marketing Professionals (IIMP[®]).

The Karma Group is privately held company which has been gathering marketing professionals and creative for over 28 years. With its regional, national and international clients and global branding experience, it was recognized with hundreds of agency awards, including two National ADDY[®] awards.

The IIMP[®] offers the following membership categories:

- Student Member
- Regular Member
- Professional Member
- CMMP[®] Member
- Corporate Member
- Fellow Member

Learn more about the IIMP Membership Program and apply [here](#).

Inside This Issue:

- | | | |
|---------------------------------|--------------------------------|------------------------------|
| 1. A message from the President | 2. New Organization in Web 2.0 | 4. Why Volunteering for IIMP |
| 1. Welcome to the Karma Group | 3. IIMP Strategy 2.0 Project | 5. CMMP Review Team |
| 2. New Global Opportunities | 3. CMMP Handbook Topics | |

CMMP[®] DESIGNATIONS FOR NEW GLOBAL OPPORTUNITIES

Dear Fellows,

IIMP[®] has recently published four Certified Marketing Management Professional (CMMP[®]) handbooks:

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

IIMP[®] created these handbooks for Marketers which gather the Marketing knowledge at cutting edge about all topics and from all around the world since it was strongly needed by the Marketing community. IIMP[®] by having the widest advisory network throughout the world (representing 192 countries) was naturally the Marketing organization which could address this challenge. Thus, the Certified Marketing Management Professional (CMMP[®]) designation handbooks produced aim to be the reference for all Marketers globally today and in the future through regular updates.

Furthermore, following the release of the CMMP[®] handbooks, IIMP[®] has announced the "Authorized Education Centre (AEC) Program" in order to implement the CMMP[®] training through educational institutions around the world. Yet, the most important fact about the CMMP[®] designations is that they do not replace any academic education but supplement by adding professional aspect by preparing designation holders as professional practitioners.

Thus, I invite all educational institutions to get involved in delivering the CMMP[®] designation preparation to enable for students and practitioners to, furthermore, evolve in their marketing professions and roles.

Sincerely,

Dr. Christophe Bisson, Ph.D.
President
Internationally Accepted Marketing Standards Board
Kadir Has University, Istanbul

NEW ORGANIZATION IN WEB 2.0

Dear Members,

In my opinion, and what I consider in my publications, the web 2.0 innovation has changed our perceptions of environment and of its role within an organization. Nowadays, we are actually unable to adopt a concept based on a fixed meaning and it seems that time and space are challenging our established ideas. The knowledge-based society requires a flexible organizational model.

Therefore, the IIMP[®] can offer an integrated organization that is based on web 2.0. and, that I define space-action, where the marketing knowledge can become to share with all members of IIMP[®].

The strategy of HR must be oriented to share goals. The network of the human resource must be set on a virtual space (web 2.0 platform), where the different and international resources can be interconnected through an easy modality. An Area in site web of IIMP[®] for every member. The communication and sharing must be the orientation for the human resources.

So, I invite everyone to take part to this innovative project. If you would like to develop new competences in Human Resources, you can apply here.

Lucia Aiello, Researcher in Organization
Universitas Mercatorum
Vice President of Human Resources
International Institute of Marketing Professional

IIMP[®] NEWSLETTER TEAM:

Prof. Dr. Chuck Hermans, MBA, PhD (Marketing)
Senior Vice President Marketing, IIMP[®]
E-mail: chuckhermans@missouristate.edu

Tina Šegota, PhD Candidate (Marketing Communications)
Senior Public Relations Manager, IIMP[®]
E-mail: segota.tina.iimp@gmail.com

Sandra Pedro, MSc (Communication Science)
Public Relations Manager, IIMP[®]
E-mail: sandraigpedro@gmail.com

Nelab Hussain
Marketing Associate
nelab.hussain@hotmail.com

IIMP[®] STRATEGY 2.0 PROJECT BY BUSINESS STRATEGY TEAM

Dear IIMP[®] colleagues,

Those of you actively involved on the different projects going on at IIMP[®], I am sure can only agree with me that IIMP[®] is going through very exciting moments.

Currently, the Business Strategy Committee it is kicking-off a major project across the entire organization. That is, the IIMP[®] Strategy 2.0 project that involves many members.

The IIMP[®] Strategy 2.0 project, working from the inside-out of the organization, will result in an even greater clarity, focalization and differentiation across the entire IIMP[®]. Major impacts on the organization are expected as outcomes of the project and, due to its unique collaborative approach, it is foreseen an outstanding united outcome.

This project is all about leveraging the strengths of IIMP[®], on its foundations, the volunteer commitment and participation.

I take this opportunity to invite all of IIMP[®] members, as well as all non-IIMP[®] members that would like to participate on the IIMP[®] Strategy 2.0 project to be part of this project. We need the expertise and knowledge of every single of you. There are multiple disciplines where you can contribute, where you can make the difference!

Please feel free to reach me out and I will be here to guide you through the project and together understand your area of expertise and where you can also make a difference.

At the end of the day it is all about making a difference!

Best regards,

Pedro Carvalho
Vice President Business Strategy
International Institute of Marketing Professionals
carvalho.pedro@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...](#)

TOPICS COVERED BY THE CMMP[®] DESIGNATION HANDBOOKS

The CMMP[®] handbook collection will have an essential role in the CMMP[®] program that offers four key marketing designations for individuals to benefit in achieving specific qualifications through their education and work experience in the marketing field.

The topics in the CMMP[®] designation handbook collection cover practical and technical developments in the marketing field:

- **Associate CMMP[®] handbook:**

(ISBN: 978-0-9865519-0-1), released in March 2013, is designed to address the needs of professional development of beginners in the field of marketing.

- **Manager CMMP[®] handbook:**

(ISBN: 978-0-9865519-1-8) covers the topics that challenge managers to add value to their tasks and assignments. It also provides insights for successfully tackling the challenges of directing different marketing teams.

- **Executive CMMP[®] handbook:**

(ISBN: 978-0-9865519-2-5) is an advanced level international certification handbook, designed to furthermore develop marketing professionals' skills to be better equipped when facing the challenges of diverse responsibilities, leadership and technological innovations.

- **Chartered CMMP[®] handbook:**

(ISBN: 978-0-9865519-3-2) is meant for professionals in the senior most positions in the marketing departments of their organizations to sharpen their analytical and strategic planning skills for effective and efficient performance of their business operations/units. [Learn more..](#)

IIMP[®] Network in 158 Countries: The IIMP[®] has the most widely reaching advisory network throughout the world. The International Advisory Council for the Marketing Profession (IACMP) currently represents 158 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...](#)

WHY VOLUNTEERING FOR IIMP[®]

Prof. Dr. BABAK BEHBOUDI

During my professional career, I have always had the honor to work with world-class brands, corporations and organization from three continents of the world, including North America, Europe and Asia.

I am a famous person in my homeland for my revolutionary mind set and school of mind on marketing, branding and advertising. As the youngest faculty member of UMEF University in Switzerland, Mahan Business School and Isfahan Industrial University in Iran, I train at least 2,000 managers and 5,000 salespersons every year and run one of the top 10 and one of the largest full service advertising agencies in Iran, named Felesh Advertising Group, which ran the largest and most broadcasted advertising campaign of the Middle East in its advertising history successfully with participation of Choopan Dairy and Guinness World Record for breaking the world record for the Largest Ice Cream in 2013.

Although, one might say I am a successful person in my career and have a good income, indeed, however, working for IIMP[®] and joining to the volunteer team is the highest honor for me and always will be.

Every single of us are successful people in our own career. When I look at the resumes of IIMP[®] people and especially the volunteers, I feel pride and enthusiasm. One of the key opportunities that IIMP[®] gave for me was being a good friend with some of marketing legends and world-class marketing professionals, including Mr. Nisar Butt, Prof. Dr. Chuck Hermans and other good colleagues I work with them closely at and for IIMP[®].

As the Vice President of Global Alliances for Middle East and Oceania, I try to work closely with my team members and colleagues from 42 countries. Although we have different cultures and speak different languages, although we have different passports and flags, but I do believe that we have Many Mind and working for One Mission. IIMP[®] is like the second home for me.

I work at least 10 hours a week for IIMP[®] as a volunteer, traveling different cities, speaking with universities, institutions and training centers to create brand awareness from IIMP[®] and make them introduced with CMMP[®]! Like an icebreaker.



**Prof. Dr. Babak Behboudi, MBA, DBA
(Brand Management/Marketing)**

Vice President Global Alliances for Middle East and Oceania at International Institute of Marketing Professionals

Faculty Member, DBA & MBA Lecturer, Professor at UMEF-University

Instructor, Professor of DBA and MBA courses, Member of Policy Board at Mahan Business School

In all my conferences, the IIMP[®] logo is shown and first of all, I speak about IIMP[®] and CMMP[®]. The feedback is great and I do believe that my zone, and especially Iran, will become one of the most active areas for IIMP[®].

Volunteers are not mere people. They are good as managers, as executioners, as planners, as decision makers, as initiators, and as leaders. Volunteers don't just do the work, but they make it work.

We have Many Minds, but we have One Mission! IIMP[®] is a great opportunity for those people who look for a challenging opportunity to learn practical management and marketing. But joining IIMP[®] volunteer team is not just receiving an astonishing title to put on your resumes or LinkedIn.com profiles, but is to work for the world most democratized marketing professionals institute headed and leaded by world-class marketing professionals.

If you are looking for making a difference in marketing world, if you are looking for enhancing your domestic position, if you are looking for joining the world largest and most diversified marketing community and if you are looking to revolutionize the marketing context of your own country, I strongly recommend you join us at IIMP[®] as a dedicated, committed and responsible volunteer.

We are not here merely to make a living. We are here in order to enable the world to revolutionize marketing world and professionals, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world. We are here to make a difference.

Sincerely,

Prof. Dr. Babak Behboudi, MBA, DBA
(Brand Management/Marketing)

THE CMMP[®] HANDBOOK REVIEW TEAM

The following support team members have reviewed the CMMP[®] handbooks and prepared them for publishing:

- Annie Smolicic, BA
Assistant Customer Marketing Manager at Weston Bakeries
- Benjamin Osete, Masters (Marketing & Business Administration)
Owner & Managing Director, Netsive Agency
- Bidyut Kumer Balo, MBA student
Department of Marketing, Jagannath University
- Bill Davis
President at Davis Marketing Group
- Carlos Castillo León, MBA
Professor at Universidad Rafael Landivar. Huehuetenango
- Carvalho Pedro, Masters (Economics)
Senior Manager – Strategic Marketing at Hilti North America
- Dirk Miller
Executive Vice President Marketing at Rittal GmbH & Co. KG
- Dr. Alan Kaplan, PhD (Business)
Marketing and Communication Professional at Consultation
- Dr. Dimitrios P. Kamsaris, PhD
Adjunct Professor, Horizons University
- Dr. Madhavi (Ayyagari) Ganju, PhD (Marketing)
Director at Mindsbourg
- Dr. Mohammed Rizwan Alam, PhD
Sr. Lecturer-marketing, Amity University-Duai
- Dr. Muhammad Asif Khan, MBA, MS, PhD (Marketing), MSc (Statistics)
Program Director MS-Marketing at UCP Business School, University of Central Punjab
- Dr. Pierre McDonagh, PhD
Associate Dean Research, Dublin City University
- Dr. Ramesh Kumar Miryala, MBA, PhD (Business Management)
Assistant Professor, Mahatma Gandhi University
- Dr. V.V Gopal, PhD (Retail Management)
Professor (Marketing) at Vignana Jyothi Institute of Management
- Dr. Vasanth Kiran, PhD
Assistant Professor Marketing, Alliance University
- Ebru (Cebeci) Arslan, MSc, MBA Marketing and Investor
Relations Executive at Cimsa, Strategy and Marketing Directorate
- Faisal Hasnain, MBA (Marketing)
B2B Sales, Account Management & Consultative Selling
- Farhan Majeed, MBA (Marketing & Management)
Webmaster/ Researcher at Marketing Circle
- Heidi Salehhudin, MA (International Marketing)
Course Advisor at Australian Institute of Business
- Md. Didarul Alam, MBA student
Department of Marketing, Jagannath University
- Md. Zahir Uddin Arif, M.Com. (Marketing), M.Phil
Senior Vice President, Academic Accreditation, IIMP[®]
- Md. Zakir Hossan, MBA student
Department of Marketing, Jagannath University
- Mohammad Shariar Nafees
Chief Executive Officer at NaxRo
- Muhammad Sayem, MBA, PhD (Marketing & Management) Candidate
Sessional Lecturer, University of Canberra
- Muhammed Hussain, BBA (Marketing) Student
Marketing Associate, International Institute of Marketing Professionals
- Nehal Medh, MMS
Managing Director at GfK Custom Research Singapore
- Nigel Brownbill, B.Sc., MBA
Co-Founder: The Foundation for Supporting Ethical Business and Leadership
- Nisar Butt, MBA, DBA (Marketing) Scholar
President/CEO, International Institute of Marketing Professionals
- Norvin Eitzen, B.Sc.
Marketing Manager at Pure Technologies
- Prof. Dr. Appalayya Meesala, MBA, PhD (Marketing)
Professor, Dr. B.R.Ambedkar Institute of Management & Technology
- Prof. Dr. Dimitrios Kamsaris, PhD
Adjunct Professor at UGSM-Monarch Business School
- Prof. Dr. Jari Salo, D.Sc. (Marketing)
Professor of Marketing, Oulu Business School, University of Oulu
- Rolph Young, M.Sc. Marketing, Marketing
Team Leader Corporate Business Marketing at TSTT
- Sandra Devillier, Masters (Economics and Management)
Sales Coordinator at MEI Inc. world leader in cash payment systems for Automatic Fare Collection
- Steven Cook, MBA (Marketing & Management)
Global CMO, Head of Business Development, Co-founder, FanKix.com
- Tom Stein, Master of Music
Professor, Professional Music, Berklee College of Music