

BBICC: Encouraging Top Talent Ideas

**IIMP<sup>®</sup> partners BBICC 2014  
International Business Competition, in  
Belgrade, Serbia**



*IIMP<sup>®</sup> partners a major Business Competition, in Belgrade, Serbia, East Europe. It is an opportunity for students from over the world in this competition use their knowledge in case studies presented by world-class companies. CMMP<sup>®</sup> in there to award the winners with a scholarship.*

## WINNERS OF THE BBICC 2014 WILL BE AWARDED WITH A CMMP<sup>®</sup> SCHOLARSHIP

### CMMP<sup>®</sup> designation benefits marketing professionals in a competitive market

CMMP<sup>®</sup> aims to help organizations to face the challenges due to the fast globalization and spread of Information and Communication Technologies, fierce competition and the fast changes. [Read more page 3](#)

### IIMP<sup>®</sup> partners BBICC 2014

IIMP<sup>®</sup> partners Belgrade the Business International Case Competition 2014 (BBICC 2014), the global undergraduate business case competition that will be held in Belgrade, Serbia, from 1<sup>st</sup> to 6<sup>th</sup> April, by the University of Belgrade, in Serbia, East Europe. [Read more page 4](#)

### Why Volunteering for IIMP<sup>®</sup>

Volunteers at IIMP<sup>®</sup> are the foundational building blocks that allow us to achieve our organizational goals. At IIMP<sup>®</sup>, volunteers are able to advance in personal development, build upon leadership skills and gain networking opportunities through community and Chapter involvement. [Read more page 5](#)

### IIMP<sup>®</sup> Membership Benefits

IIMP<sup>®</sup> membership program allows marketing academics and professionals to connect on a global network that aims to provide valuable insight about the progressive marketing field and its contribution to the industry growth. [Read more page 6](#)

### First Marketing Standards Guide presented to IIMP<sup>®</sup>

IIMP<sup>®</sup> presents to its advisory team the first draft of the IAMS<sup>™</sup> Guide covering Promotion and Advertising. This guide aims to establish a comprehensive framework of the standards setting processes involved in developing IAMS. [Read more page 8](#)

**INTERNATIONAL JOURNAL OF  
MARKETING  
PRINCIPLES AND PRACTICES**

- Leading and innovative information in the areas of marketing
- Intellectual thought combined with practical relevance
- Provides robust & cutting edge marketing theory & practice
- Vital tool for the benefit of marketers worldwide
- Latest research papers and articles
- Listed with EBSCO Servers

**CMMP**<sup>®</sup>  
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL



- ➔ The only globally recognized marketing designation
- ➔ Created by marketing professionals and academics from 192 countries
- ➔ Stay current with the changing practice of Marketing
- ➔ Expand your work opportunities globally
- ➔ Commit to your ongoing training and development in Marketing
- ➔ Register today for the CMMP<sup>®</sup> and get a special discount

The CMMP<sup>®</sup> designation is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing

### EDITORIAL TEAM:

**Dr. Chuck M. Hermans**  
Senior Vice-President Global Marketing

**Sandra Pedro**  
Senior Public Relations



Dear fellows,

Pursuant to the launch of "IIMP Collegiate Scholarship" program, we have been approached by a number of case competition organizers for possible partnerships. The IIMP team has been very careful in finding the right match and most prestigious organizations for collaboration. It is our true pleasure to partner with the Belgrade Business International Case Competition 2014 (BBICC 2014) that is a global undergraduate business case

competition it will be held in Belgrade, Serbia. It represents a unique opportunity for international business schools to participate in the first Southeastern Europe case study competition. The BBICC will host 12 teams from around the world and will take place from 1st – 6th of April; all winning team members will be presented with the "IIMP Collegiate Scholarships" in order to provide them opportunities to gain professional skills through CMMP® (Certified Marketing Management Professional) designation in order to prepare them for real world.

IIMP and CMMP Canada have recently exhibited at the National Training Expo in Toronto which turned out to be a tremendous success in building a professional network and showcasing CMMP to a large student body of higher education and local marketing professionals.

Currently, IIMP teams are in serious discussions with delegates from a Middle East, Europe, Asia and Africa working toward finalizing partnership details in a number of areas in order to promote IIMP and CMMP brands globally.

I cordially welcome all newly appointed volunteers,

especially Nadeem Naqvi for accepting to take on a key leadership executive role as a zonal Vice President Global Alliances for Middle East and Oceania. Mr. Naqvi will be a team leader for 32 countries, due to his esteemed professional background and major achievements, I am confident that he would be a vital catalyst in taking the IIMP to new heights.

As a marketing community member, it becomes your responsibility to contribute your valuable time in order to facilitate the development of professional services for advancing the marketing principles and practice all around the world. Presently, our HR team is seeking to recruit professionals to take care of a variety of functional roles at IIMP. Your participation will be highly appreciated.

All the best,

Nisar Butt, MBA, DBA Scholar

President and Chief Executive Officer

IMMP®



## **EXECUTIVE VACANCY** **VOLUNTEER POSITION**

The IIMP's HR team seeks a right candidate to take on a leadership role as a zonal "Vice President Global Alliances for Middle East and Oceania".

The VP will be a team leader for the entire zone that includes 32 countries. The IIMP offers comprehensive career development opportunities.

Contact us to learn further: [hr@theiimp.org](mailto:hr@theiimp.org)



**Christophe Bisson,**  
PhD (Competitive  
Intelligence)

President of the IAMS

“CMMP® enhances the *respect* of ethical standards in marketing, *tools* and *methods* allowing *sustainable development*”

Dear Marketers,

The International Institute of Marketing Professionals (IIMP®) accreditation CMMP® is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing.

The CMMP® designation consists of the following four levels: Associate, Manager, Executive and Chartered.

The released CMMP® handbooks to deliver the CMMP® designation program gather the best knowledge from more than 192 countries regarding the technical as well as the practical aspects of marketing. Yet,

CMMP® aims to help organizations to face the challenges due to the fast globalization and spread of Information and Communication Technologies, fierce competition and the fast changes which may lead to “bad surprise” for those which are not prepared. Furthermore, the CMMP® enhances the respect of ethical standards in marketing, tools and methods allowing sustainable development.

These designations are recognized by the Ministry of Training Colleges and Universities, in Canada, as professional development and skill upgrading programs.

Recently, IIMP® has launched the CMMP® Scholarship for Researchers (CSR) for its Certified

Marketing Management Professional (CMMP®) designations. It is intended to be awarded to those researchers and higher education research students who will be winners in presenting the best papers in IIMP collaborated conferences. Yet, CMMP® has received strong support of marketing representatives from large organizations.

Thus, CMMP® designation holders will naturally benefit from career advancements opportunities and will be better prepared to cope with the society of intelligence.

Sincerely,

Dr. Christophe Bisson, Ph.D.

President IAMS Board

Kadir Has University, Istanbul,

[cbisson@khas.edu.tr](mailto:cbisson@khas.edu.tr)



### CMMP® Scholarship Recipient Testimonial from Ryan Suchit

Graduate of the University of Manitoba  
Bachelor of Communications; M. Marketing

Along with a \$500 cash prize, our team won a full scholarship to cover our tuition to become a CMMP® with IIMP®. At first I didn't know much about IIMP, but after a lot of research, I will definitely be signing up this year. I think awarding this scholarship along with winning the marketing competition is a great idea.

Although I am a recent graduate, I am always looking for ways to improve myself. CMMP seems like a great designation that will help me develop my skills, and go further in my career in marketing. CMMP is internationally recognized which opens a lot more doors for me. I look forward to becoming a CMMP with other top marketers from across the world.

#### Biography

Ryan Suchit is a recent graduate of the Asper School of Business faculty at the University of Manitoba. Ryan has graduated with a B. Comm (Hons) and a major in marketing. He represented the Asper School of Business for an international marketing competition called the Manitoba International Marketing Competition, in Canada. Their team was tested via a business simulation and presentations against top schools across the world.

**CMMP®**  
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

*Move Forward With a Global Perspective*

The Certified Marketing Management Professional (CMMP®) designation is the result of work conducted by marketing professionals, consultants and academic leaders representing 192 countries. It is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing.

**Accepting applications for:**  
Summer 2014 session until  
March 29, 2014.

[www.theiimp.org/cmmp-designation](http://www.theiimp.org/cmmp-designation)

## **INTEGRITY, KNOWLEDGE, EXCELLENCE AND PROFESSIONALISM**

**Are you looking for ways to expand your professional marketing expertise to a greater reach? What if your personal credentials opened up possibilities in other markets, is that something that would interest you?**



**CMMP®**  
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

The accreditation CMMP® (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing. It recognizes 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® program is designed for industry professionals and is considered to be the mark of distinction for those who demonstrate commitment to the marketing profession and to its ethical practice. 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.

**Don't Settle for Less, Explore the Highest Standards:  
[www.theiimp.org/cmmp\\_designation](http://www.theiimp.org/cmmp_designation)**

## Global undergraduate competition IIMP® partners BBICC 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 1<sup>st</sup> to 6<sup>th</sup> April, by the University of Belgrade, in Serbia, East Europe. The winning team will be awarded with a 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 solving case studies from local and international companies, which are the sources of the cases studies for the competition. 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.

Nisar Butt, President and CEO 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 type 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 CMMP®, which is another sign of its role distinguishing marketing professionals worldwide."*



**BBICC14**

**BELGRADE BUSINESS  
INTERNATIONAL  
CASE COMPETITION**  
BELGRADE, SERBIA

1-6th April, 2014

## Why volunteering for IIMP®?

*The Institute of Marketing Professionals (IIMP®) welcomes and recognizes the invaluable contributions from our volunteer members. Volunteers at IIMP® are the foundational building blocks that allow us to achieve our organizational goals. At IIMP®, volunteers are able to advance in personal development, build upon leadership skills and gain networking opportunities through community and Chapter involvement.*

### Networking Opportunities:

IIMP® is committed to establishing a cohesive community of marketing practitioners on an international basis. By volunteering at IIMP™, individuals will be able to connect to a global network that supports confidence and trust between marketing professionals around the world. Potential volunteers can get involved through our Chapter development programs and community activities.

Leadership Skills Development

### Leadership Skills Development:

IIMP® sets precedence to the development of leadership skills for all of its volunteer

positions. Our participants are involved in programs and activities that empower them to make decisions based on their professional judgement and experience. Whether individuals are coming from a novice or expert leadership skill set background, IIMP® is dedicated to helping individuals develop and enhance their current leadership skills. The International Institute of Marketing Professionals will help individuals achieve their goals and aspirations towards becoming a community leader and take charge of their professional career.

### Personal Development:

Improving on strengths and talents are some of the key objectives that IIMP™ is dedicated to

achieving through its volunteering programs. IIMP® acknowledges the critical need for personal development and its importance to IIMP® volunteers. By volunteering at IIMP®, individuals will be exposed to an array of opportunities to build upon and fulfill their ambitions towards self-improvement.

Experience

### Experience:

IIMP® recognizes that work and volunteer experiences are the stepping stones to jobs and career advancement. Individuals who volunteer at IIMP® will achieve invaluable practical experiences that will open doors for expansion at a professional level. Once part of the IIMP™ volunteering team, our mentors, supervisors and executive committee will provide individuals with the reference and support that they deserve to progress in their professional career.



**Dr. Dalia Kriksciuniene**  
Editor-in-Chief of IJMPP

The IJMPP aspires to increase its international visibility by partnering with scientific conferences worldwide. The established communication with highly renowned international conference committees confirms interest for publishing selected papers targeted to urgent marketing topics, revealing findings and insights from practitioners, young and mature researchers.

**The IJMPP invites proposals for joining as publishing partner for conferences, seminars and workshops joining marketing professionals.**

**IIMP®**  
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS  
**RECOGNIZED INSTITUTION**

The IIMP team has rigorously reviewed and approved the undergraduate degree programs to be satisfactory to meet academic background qualification in order to enter the Manager CMMPP® designation.

Visit our website to view full list:

<http://www.theiimp.org/recognized-education-institutions/>

## IIMP® Membership Benefits

The Institute of Marketing Professionals (IIMP®) membership program allows marketing academics and professionals to connect on a global network that aims to provide valuable insight about the progressive marketing field and its contribution to the industry growth. As a member, individuals will gain opportunities to build on leadership skills, thus giving them the competitive edge they need to succeed in today's market.

If you are currently a member of a marketing association in your country or region, you will be able to take advantage of a **25% discount** on our **Membership fees** (Information must be provided about your involvement in the association for verifications purposes)

### The IIMP® offers the following membership categories:

#### 1) Student Member – Annual Fee: \$50 (CAD)

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.

#### 2) Regular Member – Annual Fee: \$100 (CAD)

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.

#### 3) Professional Member – Annual Fee: 150 (CAD)

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.

#### 4) CMMP® Member – Annual Fee: 200 (CAD)

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®.

#### 5) Fellow Member – Annual Fee: \$90 (CAD)

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.

#### 6) Corporate Member – Annual Fee for Five Members: \$500 (CAD)

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).

### Membership Benefits

- Recognized as Member IIMP®
- Discounted rates on events and educational programs.
- Special discount on subscription to the International Journal of Marketing Principles and Practices (IJMPP).
- Special discount on subscription to the Chronicle of Global Marketing Magazine.
- Complimentary subscription to IIMP® Newsletter.
- Exclusive access to online membership directory.
- Gain a competitive edge through membership recognition.
- Opportunities to network with leading marketing professionals.
- Access to the largest international marketing network in the world.
- Accessibility to progressive marketing and professional resources.
- Access to information of upcoming Chapter events.
- Opportunities for personal development through educational and training programs.
- Volunteering opportunities through IIMP global community.
- Group Insurance Benefits.

## BENEFITS FOR IIMP® VOLUNTEERS AND ADVISORY ROLES

### COMMITTEE/FUNCTIONAL TEAM

Discount levels are offered to the IIMP team members on the following IIMP products and services:

Rank	Discount Level	Job Code	Position Title	Position Type	Role	Education Required	Experience Required
1	75%	PRS	President	Senior Executive	Executive Team, Senior Leader	Graduate/Doctorate Degree	25
2	70%	CEO	Chief Executive Officer	Senior Executive	Executive Team, Leader	Graduate/Doctorate Degree	20
3	65%	SVP	Senior Vice President	Senior Executive	Departmental Team, Senior Leader	Graduate/Doctorate Degree	15
4	60%	VPR	Vice President	Executive	Departmental Team, Leader	Graduate Degree	13
5	55%	AVP	Associate Vice President	Executive	Departmental Team, Associate Leader	Graduate Degree	11
6	50%	SDR	Senior Director	Director	Divisional Team, Senior Leader	Graduate Degree	10
7	45%	DIR	Director	Director	Divisional Team, Leader	Graduate Degree	9
8	40%	ADR	Associate Director	Director	Divisional Team, Leader Associate	Undergraduate Degree	8
9	35%	SMN	Senior Manager	Manager	Managerial Team, Senior Leader	Undergraduate Degree	7
10	30%	MAN	Manager	Manager	Managerial Team, Leader	Undergraduate Degree	5
11	25%	AMN	Associate Manager	Manager	Managerial Team, Associate Leader	Undergraduate Degree	4
12	20%	SAS	Senior Associate	Associate	Associate Team, Senior Leader	Post-Secondary Diploma	3
13	15%	ASO	Associate	Associate	Associate Team, Leader	Post-Secondary Diploma	1
14	10%	JSO	Junior Associate	Associate	Associate Team, Worker	Post-Secondary Diploma	0

### OTHER TEAM MEMBERS:

Rank	Discount Level	Role/Position Title
1	75%	Executive Team Members
1	75%	IAMS Board Members
3	65%	IACMP Council Members
4	60%	ACMP Council Members
4	60%	Authors and Co-Authors (contributors to the CMMP handbooks and IAMS standards)
6	50%	Editorial Team Members (publication team and contributors to the Journal and Magazine)
8	40%	Support Team Members (reviewers and contributors to the development of CMMP handbooks)

### IIMP TEAM MEMBER BENEFITS

The above mentioned discount levels are offered to team members on the following IIMP products/services:

No.	Item Description
1	CMMP Designations Training Fees
2	Professional Development Training Fee
3	Events & Conferences Registration
4	Publication Subscriptions
5	Membership Dues



**ELIGIBILITY RULES:**

**Advisory Members:** In order to be eligible for receiving associated benefits (discount levels), the advisory member must be proactive and have contributed at least 30 advisory hours.

**Committee Members:** In order to be eligible for receiving associated benefits (discount levels), the committee team member must be proactive and have contributed at least 60 volunteer hours.

**Contributing Authors:** In order to be eligible for receiving associated benefits (discount levels), the contributing author must have contributed significant contents or contributed at least 30 hours.

**Editorial Team Members:** In order to be eligible for receiving associated benefits (discount levels), the editorial team members must have contributed at least 60 hours in reviewing/editing contents.

**Executive Members:** In order to be eligible for receiving associated benefits (discount levels), the executive member must be proactive and have contributed at least 30 hours.

**Support Team Members:** In order to be eligible for receiving associated benefits (discount levels), the support team members must have contributed at least 60 hours in reviewing/editing contents.



## Promotion and Advertising

### First Marketing Standards Guide presented to IIMP®

The International Institute of Marketing Professionals (IIMP®) presents to its advisory team the first draft of the International Accepted Marketing Standards (IAMS™) Guide covering Promotion and Advertising. This guide aims to establish a comprehensive framework of the standards setting processes involved in developing IAMS.

The standards published in the [IAMS Guide](#) will include best practices, policies and accountability in the field of The standards published in the [IAMS Guide](#) will include 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 IAMS will distinguish the marketing field from other disciplines and the standards will provide a framework and reference for training programs and marketing designations.

Promotion and Advertising is the first subject in the IAMS Guide and IIMP® looks for new volunteers for developing further marketing standards, based on explanatory research. Volunteers can [submit application](#) to join the Marketing Standards Committee. Top research contributors will be

presented with [CMMP Scholarship for Researchers](#) for CMMP® designation.

Nisar Butt, President and CEO of IIMP®, stresses: *"the completion of IAMS Guide is a mark in marketing profession. Academics and practitioners will have published best practices, case studies and standards accepted by the world's leading marketing academics and practitioners. This is a huge step for international marketing professionals in a competitive environment such as global economy. IIMP® looks forward for volunteers that want to contribute for an ethical and accountant profession."*