

Enhance marketing practices is the vision of IIMP[®] that is celebrating 5th anniversary.



Join us on this quest!!

IIMP[®] celebrates its 5th anniversary with many achievements, shaping up a project of developing and implementing IAMS. CMMP[®] is a result of profound hard work and dedication of authors from all over the world. With all IIMP[®] members is possible to shape the future of Marketing!

Bilston Community College as IIMP[®] Certified Partner Centre

The IIMP[®] appoints Bilston Community College as IIMP[®] Certified Partner Centre for preparation programs for Certified Marketing Management Professional (CMMP[®]) designations. [Read more page 2](#)

IIMP[®] partners International Conference in Advertising and Marketing Expo

The IIMP[®] signed an agreement of partnership for the International Conference in Advertising and Marketing Expo (ICAME), hosted by the OMICS Group International, on November 2 to 4, in Valencia, Spain. [Read more page 2](#)

IIMP[®] at National Job Fair and Training Expo, in Toronto, Canada

The IIMP[®] will participate at the National Job Fair and Training Expo, that will take place on September 16 and 17, in Toronto, Canada. This is the second time that IIMP[®] will be represented by the Certified Marketing Management Professional (CMMP[®]) Canada, after the success at the last fair, on April. [Read more page 3](#)



CMMP[®]
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[®] and get a special discount

The CMMP[®] designation is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing

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EDITORIAL TEAM:

Dr. Chuck M. Hermans:
Senior Vice-President Global Marketing
Sandra Pedro:
Senior Public Relations



Dear Fellows

Going back to the foundation of the International Institute of Marketing Professionals, in the light of concrete evidences it was strongly proven that even though there adequate theories and principles are in place to educate marketing students but when they face the real world and in pursuit of applying these principle to practice, majority of marketing strategies become failures.

Enhancement of marketing practices becomes the principal objective of the IIMP® which shaped up as an extensive project of developing and implementing Internationally Accepted Marketing Standards (IAMST). Moving further, a comprehensive infrastructure was established that consisted of Internationally Accepted Marketing Standards Board (IAMSB) based upon G-20 countries and International Advisory Council for the Marketing Profession (IACMP) with representation from 192

Going right to the heart of the matter by deploying CMMP® empowered marketing knowledge to practice

countries and Advisory Council of Marketing Practitioners (ACMP) for contributing practical aspects.

These high caliber marketing leaders guided the framework for developing and implementing a globally recognized marketing designation, Certified Marketing Management Professional (CMMP®). The CMMP® is a result of profound hard work and dedication of leading authors from all over the world who contributed their expertise and wisdom to the program.

Throughout preparation of the CMMP® program the primary focus has been maintained that entails applying principles into practice by connecting the marketing discipline to the practical aspects with a blend of recommended professional competencies. The CMMP® is envision to be used as an industry standard and landmark to measure and deliver skills that are internationally known to be useful for building a solid and practical career in the field of marketing.

The CMMP® program will groom and put the designation holders on the right track where they will have the knowledge, skills and ability to utilize proficiently the detailed practices presented by the Internationally Accepted Marketing Standards handbook that will be released by IIMP® in near future. The objective of the IAMST handbook will be to deliver Internationally

Accepted Marketing Standards that are of high-quality, practical, enforceable and comprehensive. The standards will implement best practices, polices 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. Consequently, the adoption of Internationally Accepted Marketing Standards will distinguish the marketing field from other disciplines.

As well, I commend participation of all team members including advisory, authors, co-authors, reviewers and other supporting members whom have extensively contributed to the development of CMMP® program.

All the best,

Nisar Butt, MBA, DBA Scholar
President and CEO
International Institute of Marketing Professionals
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PUBLIC RELATIONS VACANCIES VOLUNTEER POSITION

The IIMP's HR team seeks the right candidates to take the role as a Regional Public Relations.

The Regional PR will represent their countries and become a catalyst in connecting the IIMP to broader stream of professionals. The IIMP offers comprehensive career development opportunities.

Contact us to learn further: hr@theiimp.org

Bilston Community College as IIMP® Certified Partner Centre



The International Institute of Marketing Professionals (IIMP®) appoints [Bilston Community College](#) (BCC) as IIMP® Certified Partner Centre. The Birmingham area, at the United Kingdom, has from now available a partner centre for preparation programs for Certified Marketing Management Professional (CMMP®) designations.

The available programs for CMMP® preparation will be available via classroom training. The candidates for certification programs must meet specific academic and professional experience requirements, such as a complete diploma or graduate program in business or marketing.

Nisar Butt, President and Chief Executive Officer of IIMP®, said: "We are very pleased to have Bilston Community College (BCC) as IIMP® Certified Partner Centre. Students and marketing professionals at Birmingham have now the opportunity to have access to

preparation programs that will give them the necessary skills to apply for CMMP® designation. BCC follows other international organizations in your quest to deliver international certification to marketing professionals and academics worldwide by IIMP®."

Vijay Kumar, President of BBC, stress: "This is a great opportunity for your college community and marketing professionals to pursue an international certification with IIMP®. They can not only to increase their knowledge but also learn international best practices. With better professionals we can move forward and lead new marketing trends."

IIMP® Certified Partner Centres have gone through an assessment program offered by the IIMP® and have achieved a status of an "IIMP® Certified Partner Centre". These institutions are equipped to deliver training courses for completing the necessary topics of CMMP® designations in accordance to contents stated in the CMMP® handbook and prepare candidates to write final exam given by the IIMP®'s head office, in order to earn

CMMP® designations. Bilston Community College is established in Birmingham, in England, United Kingdom, specialized in a range of vocational and professional courses in Business, Management, Hospitality and IT. The Memorandum was signed by Nisar Butt (President/CEO), representing IIMP® and Prof. Dr. Vijay Kumar, President of BBC.



IIMP® partners International Conference in Advertising and Marketing Expo

The International Institute of Marketing Professionals (IIMP®) signed an agreement of partnership for the [International Conference in Advertising and Marketing Expo](#), hosted by the OMICS Group International, on November 2 to 4, in Valencia, Spain.

Market 2015 is the premier event that brings together a unique and international mix of experts, strategists and decision makers both from academia and industry across the globe to exchange their knowledge, experience and ideas to build a new World of Advertising and Marketing. During this event, the IIMP® will present the author(s) of the winning papers with CMMP® Scholarship for Researchers, designed for researchers and high education research students to have an opportunity for

entry into the CMMP® program.

Nisar Butt, President and Chief Executive Officer of IIMP®, stresses that: "IIMP® is very pleased for the opportunity to work with OMICS Group, a well known organization for its work in academic and research community. IIMP® is please to present the winning paper of the CMMP® Scholarship for Researchers and have a role in knowledge developing in marketing."

The three days event aims to introduce new advances in advertising and marketing and present the latest technologies that will help all those working in both fields to advance their knowledge. The topics to discuss would be brand development, retail design, shopper marketing, channel marketing, digital marketing, current marketing issues.



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 CMMP® designation.

Visit our website to view full list:
<http://www.theiimp.org/recognized-education-institutions/>

Toronto, Canada IIMP® at National Job Fair and Training Expo event



The International Institute of Marketing Professionals (IIMP®) will participate at the [National Job Fair and Training Expo](#), that will take place on September 16 and 17, in Toronto, Canada. This is the second time that IIMP® will be represented by the Certified Marketing Management Professional (CMMP®) Canada, after the success at the last fair, on April. IIMP® will have a booth space where marketing professionals and students can explore IIMP® and CMMP® designations.

The CMMP® of Canada is an affiliate Institute of the IIMP®, with mandate that

includes implementation of Internationally Accepted Marketing Standards, marketing designations and educational programs for members within Canada. The CMMP® designation is the result of work conducted by marketing professionals and academics representing 192 countries. It is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing.

Nisar Butt, President and CEO of IIMP®, stress that: *“this is a great opportunity for IIMP® and CMMP® be closer to marketing professionals and students and given the opportunity to*

explore our designation program and other projects, which have been conducted by professionals and academics from around the world. Therefore, marketing professionals and students attending the fair are invited to visit us.”

The National Job Fair and Training Expo takes place at the Metro Toronto Convention Centre, on September 16th and 17th, from 10am to 6pm. It aims to stimulate employment in a dynamic and proactive environment. The fair attracts recruiters from across Canada and abroad.



CMMP® Testimonials

**Dr. Ramesh Kumar Miryala, MBA, PhD (Business Management), Assistant Professor
Department of Business Management, Mahatma Gandhi University, Nalgonda, India**

“At the outset I congratulate IIMP® for the initiation they have taken up in the field of Marketing Management at the International Forum. The CMMP® designation handbook is another milestone they are bringing out for the practicing Marketing Professionals. I hope it will certainly comprehend both the learners and practitioners. I wish the industry-based certification program by IIMP® facilitate both learners and practitioners to adept themselves with contemporary marketing knowledge and acquaint with the industry requirements and hoping them to have success at the business.”



**“If you have more money than brains,
you should focus on outbound marketing.**

**If you have more brains than money,
focus on inbound marketing.”**

Guy Kawasaki
Best-selling author, speaker, venture capitalist

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**



TEBO BERINYUY TEBO.
ACIM, DipM, MSc.
Public Relations of the
IIMP®

Tebo is a strategic marketing and competitive intelligence professional with experience and knowledge in marketing and competitive insight research analyses as well as facilitating strategic decision-making. Prior to joining Rainbow Sports Investments as Director of Operations & Marketing, Tebo as a Marketing Assistant for Signature Digital in Leicester, UK, developed and managed a marketing

communications campaign. He also worked with Blue Cherry PR & Marketing, Recruit Events Services, just to mention a few.

Tebo is a holder of a Bachelors of Science (BSc.) degree in Management from the University of Buea, a Professional Diploma in Marketing from the Chartered Institute of Marketing (CIM) and a Master's of Science (MSc.) degree with Distinction, from the Leicester Business School, De Montfort University, UK.

Tebo is also a Director at 2545 BC, a business consultancy in Cameroon where he partners with other business professionals to provide winning business solutions to SMEs and big enterprises. He has interest in ICT thus is part of the Afrologic organisation.



Testimony from Tebo

IIMP is an organization that develops and advocates globally for international standards with the marketing profession. Being part of such an organization will only help me develop in the field of marketing and boost my profile. I feel I will be empowered as a marketing practitioner being part of this organization.

With its mission being the promotion of confidence in the marketing profession around the world through industry advancement of its members, I want to be able to contribute in achieving this mission. And I can only do that by being part of the organization. I also feel with the skills I have acquired in my training and work experience, I can be able to add value to this organization and hence contribute my little bit in achieving its objectives and realizing its vision.



Join your team!

IIMP® is looking for **Regional Public Relations** professionals. IIMP® Public Relations team is looking for local stories, case studies and marketing professionals from around the world. Be part of this great team and let us discover more about marketing in your country.