

7 year ANNIVERSARY



The IIMP's achievements at its 7th Anniversary

By: Nisar Butt, MBA, DBA Scholar—President/CEO, IIMP

It is hard to believe that seven golden years has been passed after the foundation of the International Institute of Marketing Professionals on July 29, 2009.

I am looking back in time with a satisfaction that we have achieved a lot and laid a concrete ground for further achievements in future.

The IIMP was formed with a mission to promote confidence in the Marketing Profession around the world through industry advancement of marketing professional and working towards public interest.

The IIMP's current team consist of over 700 professionals who are dedicated and committed to contribute to the advancement of global marketing community.

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MARKETING WORLD REVIEW

Call for Volunteers to join Editorial Publishing Team

MWR Magazine

See details inside—P10

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Explore more..

The IIMP's achievements at its 7th Anniversary

By: Nisar Butt, President/CEO IIMP

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The IIMP[®] offers an array of contributing opportunities within the areas of marketing for academicians, practitioners and students by connecting them to the following listed organized teams:

The executive team is headed by the President and Chief Executive Officer, it consists of the team leaders of all volunteer committees involved in the daily affairs of the organization.

The management committees are functional teams that fulfill tasks in the areas of accreditation, education, business strategy, marketing, global alliances, finance, human resources, information technology, publications, conferences, corporate alliances, developing standards and membership.

The advisory teams consist of three groups named Internationally Accepted Marketing



Standards Board (IAMSB), International Advisory Council for the Marketing Profession (IACMP) and Advisory Council of Marketing Practitioners (ACMP).

The authors, co-authors and support team members contribute to the development of IIMP[®] publications, CMMP[®] handbooks and relevant education material.

The editorial team members contribute to the publications published and managed by

the IIMP[®] such as International Journal of Marketing Principles, Practices and Marketing Practitioner Magazine and IIMP[®] Newsletter.

I highly commend contribution of our all team members in making the IIMP successful. Furthermore, I would like to invite professionals and institutions to get engaged with our mandate as your share for the benefit of marketing community at large.

Message du Président – Nisar Butt

Nos réalisations au 7ème Anniversaire

Il est difficile de croire que sept années d'or sont passées après la fondation de l'Institut International des Professionnels du Marketing le 29 Juillet 2009.

L'IIMP a été formé avec pour mission de promouvoir la confiance dans la Profession du Marketing dans le monde par l'avancement de l'industrie des professionnels du marketing et le travail pour l'intérêt public.

Je regarde en arrière avec satisfaction car nous avons réalisé beaucoup de choses et préparé un terrain concret pour d'autres réalisations futures.

L'équipe IIMP actuelle se compose de plus de 700 professionnels qui sont dévoués et engagés à contribuer à l'avancement de la communauté mondiale du marketing.

L'IIMP[®] offre un éventail d'opportunités contributives dans les domaines du market-

ing pour les académiciens, les praticiens et les étudiants en les reliant à la liste des équipes organisées comme suit :

L'équipe de direction est dirigée par le Président et Chef de Direction (CEO). Elle se compose des chefs d'équipe et tous les comités de bénévoles impliqués dans les affaires quotidiennes de l'organisation.

Les comités de gestion sont des équipes fonctionnelles qui remplissent des tâches dans les domaines de l'accréditation, l'éducation, la stratégie commerciale, marketing, alliances mondiales, finances, ressources humaines, technologies de l'information, publications, conférences, alliances corporatives, l'élaboration des normes et l'adhésion.

Les équipes de conseillers se composent de trois groupes, Internationally Accepted Marketing Standards Board (IAMSB), International Advisory Council for the Marketing

Profession (IACMP) et Advisory Council of Marketing Practitioners (ACMP).

Les auteurs, co-auteurs et les membres de l'équipe de support contribuent au développement des publications de l'IIMP[®], des manuels du CMMP[®] et autres matériels éducatifs.

Les membres de l'équipe éditoriale contribuent aux publications éditées et gérées par l'IIMP[®], tels que International Journal of Marketing Principles, Practices and Marketing Practitioner Magazine et IIMP[®] Newsletter.

Je recommande fortement la contribution de tous les membres de nos équipes à faire de l'IIMP un succès. En outre, je voudrais inviter les professionnels et les institutions à s'engager dans notre mandat comme étant votre part de contribution au bénéfice de la communauté du marketing au large.

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Get Started

Personalize customer experience & you will rock your marketing

By: Sandra Pedro, CMMP

Marketers spent much of the past decade understanding customer experience through personalization. Now it's time to understand what drives engagement in a complex marketing environment with multiple platforms due to an acceleration in the pace of technology and lifestyle changes.

A survey conducted by The Economist Intelligence Unit (EIU) and Marketo – *The path to 2020: marketers seize the customer experience* - reveals that from now through 2020, Chief Marketing Officers (CMO) and senior marketers are restructuring their departments to turn customer experience and personalization as their core strategy for creating and growing brand value.

A comprehensive understanding of the customer is imperative across platforms and context (from social media, mobile apps, wearable gadgets, purchase decisions, location, etc.) which emerges from a synthesis of data combining information about their desires, preferences, wants, needs and individual histories, as well as technology and human analysis.

The evolving role of data allows marketers



to increase interaction between customers and brands through social media and mobile devices. This relationship resulting from technology and new behaviours is increasing as the digital and physical worlds increasingly merge. New personalized devices, information and applications travel around with individuals. This new environment poses a huge challenge to marketers to be everywhere and be ready to interact at the right moment, at the right place, with tailored and relevant content, products and services.

Personalization and engagement as driving forces for marketing success and increasing brand value will turn marketers' focus, in four years, on mobile apps, web and social media, while traditional channels such as advertising, print, television and radio will continue to decline.

Better and direct interactions in multiple platforms with evolving technologies increase customer loyalty and retention and customer acquisition. It is important to

understand that engaging customers with compelling and contextually relevant experiences is a new and competitive ground for marketers.

Given the importance of customer experiences, the marketing strategic role is increasing within businesses today and there is a strong need to understand the digital environment and its implications in consumers' lives.



Sandra Pedro, CMMP

MARKETING WORLD

REVIEW

Call for Papers for Second Issue of MWR Magazine

The International Institute of Marketing Professionals (IIMP) publishes the quarterly magazine “MarketingWorld Review” to advance marketing professionals’ knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness. Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

The Editor-in-Chief of MarketingWorld Review invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing for its second issue.

The latest technological developments such as social media, online communities, or social networks have all transformed markets and marketing. In this new era, which demands changing classical practices, customers and companies are both empowered with many capabilities such as easy access to information or ability of multi-way communication. Within this broader networked customer-company relationships, customers are actively engaging with the companies in every aspect and have an influence on marketing decisions at an increased level. However, both scholars and practitioners also address potential risks and challenges that companies face associated with this new era of connected marketing.

The second issue of the MarketingWorld Review will focus on the latest thinking, principles, and best practices on the field of marketing, that reflects the challenges and opportunities in a digitally-empowered and connected world. We welcome submissions which may be case studies, market analyses, interviews, and research papers employing a range of theoretical and methodological approaches and which provide future research directions and in-depth strategic marketing implications for today's marketers.

All topics reflecting the latest thought in marketing are welcomed. The deadline for initial **submission to the second issue is September 15, 2016**. The review process will feature a maximum of two rounds and final decisions will be made before September 30, 2016. Authors are referred to the MarketingWorld Review Author Guidelines in the preparation of their manuscripts at <http://www.theiimp.org/magazine/> or at <http://www.theiimp.org/PDF/MWR-GUIDELINES.pdf>. Submissions are to be made to magazine@theiimp.org.

Asli Kuscu
Editor-in-Chief
MarketingWorld Review

In marketing, colour is king!

By: Caroline Berryman, CMMP

One of the most important elements of a brand is its visual look. Research indicates that approximately 93% of customers look at a company's logo, website or brochures and then decide whether or not to make a purchase. Purchases are often made on first impressions. Many of the most recognizable brands rely on colour as a key factor in their instant recognition. Apple is a good example of this, using white as its primary colour, while McDonald's uses yellow.



Colours greatly influence the moods and feelings of people. Red is still one of the best marketing colours you can use to attract more attention. It is often associated with a sense of urgency and works

well for limited time promotions or clearance sales for example. The psychology of colour and its effect on persuasion is one of the most interesting aspects of marketing. Colour is powerful.

Colours on the blue side of the spectrum are known as cool colors and include blue, purple and green. These colors are often described as calm and can create a sense of trust, tranquility and influence among your target market. Warm colours affect emotions ranging from feelings of warmth and comfort to feelings of anger and hostility. One study suggested that it is important to refrain from using too much of the same color at one time, and this is especially true with warm colors.

While blue is related to feelings of tranquility, peace, reliability and trust. It's no surprise that Facebook, Twitter and LinkedIn use blue as their primary branding colour. Green is associated with nature, health and power. This is why environmental products use green in their branding. Yellow and orange are cheerful and known for promoting optimism. Sports teams often incorporate these colours into their logos.

There are a lot of variables that you must think about when introducing colour psy-



chology into your marketing strategy. Everyone is different. Different people react to different stimuli when it comes to triggering responses. A review of colour studies conducted by Eysenck found a relationship between gender and colour. He found that men generally prefer bold colours while women prefer soft colours. Different cultures perceive colours differently. For example, in Asian cultures, red is a very important colour because it symbolizes good luck, joy and prosperity. However, in some African countries, red is associated with death.

Choosing the right colour is very important for creating an effective brand and you need to ensure that you keep that in mind at all times, especially if you plan on expanding your business globally.

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Call for Research Papers

Explore further: www.theiimp.org/marketing-journal



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Welcome to new CMMP Designation Holders

Lisa Nicolia, CMMP (Manager)

Marketing Analyst at Lovsuns Tunneling Canada Ltd.
Toronto, Canada

"I proudly completed the Manager CMMP[®] program on last May. I also was considering about starting any kind of marketing courses. After extensive research of marketing courses, I found the IIMP. I felt looking at the aggressive course outline to complete in 6 months, would give me the challenge I was looking for.

Coming from a creative background it really assisted me to develop concise structure and planning towards any new project, further enhance my knowledge and understanding in brand management and global marketing.

Being immersed in different global companies over the years, I had wished I took these marketing fundamentals sooner. I highly recommend this course to anyone that is looking for that challenge and to advance your career. The course book is definitely something I keep close by every day for reference. I look forward to being as active member of the IIMP. "



Hilesh Amar Dip, BE, CMMP (Associate)

Medical Sales Representative at Sanofi, Mauritius

"The CMMP program highlights the founding principles on which the marketing industry is based. In my career, I have at first hand applied the same principles and understood decisions taken at managerial level be it at the level of CRM marketing or Integrated marketing management.

Even though, I have been working full time and studying for the course simultaneously, the coursework was manageable owing to the conciseness of the handbook. I wish to thank my moderator for his support and can proudly say that I have been awarded the Upper High Distinction grade."

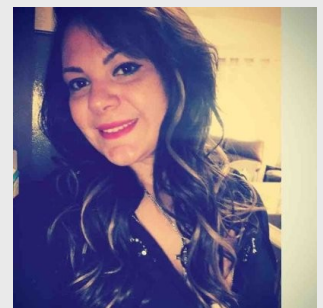


Nanci Hanna, BSc, CMMP (Associate)

Mississauga, Canada

"Becoming a CMMP designation holder is such a great achievement for me, after my BSc in Business Administration and International Trade. I am always looking forward to grow my career in marketing and this designation adds up my knowledge and experience.

This study totally changed my view toward online studying. The study material (CMMP handbook) was written professionally clear and to the point. Even the references and assignments were so helpful and marks so fast allowing me to know what I did quickly. Finally, I would like to thank the Committee for rewarding me this designation that will make a huge change in my life and career."



**Join our 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. The IIMP's Human Resource team is inviting applications to fill the following volunteer roles:

Vacancies for team leaders and members:

- Chair, Chapter Support Committee
- Chair, Corporate Alliances Committee
- Chair, Education Management Committee
- Chair, Human Resources Committee
- Member, Conference and Awards Committee
- Member, Business Strategy Committee

Apply now: www.theiimp.org/executive-managementvacancies

**Volunteers Needed for Conference Planning**

The Conference and Awards Committee at the International Institute of Marketing Professionals would like to form a new team with a mandate to plan and organize IIMP's first global conference to take place in Canada.

Regardless of your geographical location, you can help by contributing virtually to this vital project.

Please click on the link to view current team members of the Conference and Awards Committee:

<http://www.theiimp.org/conferences-and-awards-committee/>

If you are interested in becoming a part of this team, we like to hear from you: hr@theiimp.org

MARKETING WORLD REVIEW

Volunteers Needed for Editorial/Support Team

The International Institute of Marketing Professionals is a leading global professional association dedicated to developing and implementing marketing standards in order to advance marketing practice world-wide.

Currently, we seek volunteers to enhance our editorial and support team (see following list of roles) to publish a quarterly periodical named "MarketingWorld Review Magazine". The publication will be distributed to marketing practitioners all around the world in 192 countries.

Team roles include Section editors for Market analysis and General Articles, Reviewers, Contributing writers, Graphic designer and Salespersons (sales incentive will be provided).

If you are interested in contributing and taking on one of the above mentioned roles,

please write to hr@theiimp.org

IIMP® becomes a knowledge partner for “New Age Customer Centric Marketing” Conference

The International Institute of Marketing Professionals (IIMP®) becomes a knowledge partner for Conference on “New Age Customer Centric Marketing”, hosted by the K. J. Somaiya Institute of Management Studies & Research, on February 2017, in Mumbai, India.

The International Institute of Marketing Professionals (IIMP®) partners with the K. J. Somaiya Institute of Management Studies & Research for hosting its 12th conference - “New Age Customer Centric Marketing” - that will take place on February 8th to 10th, in Mumbai, India, along with the College of Business & Public Administration, of the University of California (USA).

Nisar Butt, president and CEO of the IIMP®, was invited to be a member of the

Advisory Board of the conference for reviewing abstracts and award the best research papers.

The conference comprises round tables and workshops on marketing, presentations of research papers and panel discussion on customer marketing.

Mr. Nisar Butt, President and CEO of IIMP®, stresses: *“It is with great pleasure and consideration that I accepted the invitation of the K. J. Somaiya Institute of Management Studies & Research to be part of the Advisory Board for this amazing conference, that gathers marketing researchers and practitioners from around the world. Marketing is going through great transformations and share knowledge and skill is the best way to keep up with the latest innovations.”*



K J Somaiya Institute of Management Studies and Research is ranked among the top 20 Business Schools and conducts Doctoral programmes in Management, full time and part time Masters Degree and Post Graduate Programmes in Management, affiliated to the University of Mumbai, India.

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Education Director



The Education Director, reporting to AVP/VP/SVP Education of IIMP® is responsible for coordinating in the implementation of Education Management Committee's mandate and development of the International Institute of Marketing Professionals' (IIMP®) seminars and educational programs globally as a major marketing vehicle for building the brand, products, and business for IIMP® members - practitioners and their industry professionals.

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Advertising Sales Consultant



The IIMP team is looking for experienced (3 years) advertising sales consultant to promote and sell advertising spaces for online and the following publications including newsletter, journal and magazine.

Regardless of your geographical location, you can embark on this challenging position.

Apply Online

Multimedia Design Officer

FirePro.

At FirePro we design and manufacture fire suppression systems that can make the world a better place. FirePro is currently commissioned to safeguard key assets for a portfolio of prestigious customers, in more than 110 countries around the world.

We are looking for an aspiring and resourceful Multimedia Designer to manage various design requirements. He or she needs to be able to use creative and software skills to produce materials according to our global Brand Specifications, Guidelines and Strategy. The Multimedia Designer needs to be confident and eloquent in both digital and print, 3D, video editing and multimedia presentations. FirePro's international brand presence is curated by a team that supports an integrated marketing approach with online and offline engagement, expos, special events and many

other Marketing activities. **Apply now!**

Social Media Internship



Working in Perth, Western Australia - you will be working on Social Media platforms such as Facebook, LinkedIn, Twitter, Slideshare, Youtube, periscope, Instagram and more Working for a company that has its primary focus on real estate, but actively involved in events.

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