



Partnerships to brighten the future of marketing

IIMP[®] partners International Case Conference in Management 3.0

The IIMP[®] (IIMP[®]) signed an agreement of partnership for the International Case Conference in Management 3.0, hosted by the Institute of Computers and Business Management (ICBM-SBE), on December 20th, Hyderabad, India. [Read more page 3](#)

IIMP[®] partners Data Marketing 2014

The IIMP[®] partners Data Marketing Conference and Exhibition 2014, introducing the International Accepted Marketing Standards (IAMS) for closer relations with marketing professionals. IIMP[®] participates for the second time in this event that gathers hundreds of professionals from around the world. [Read more page 5](#)

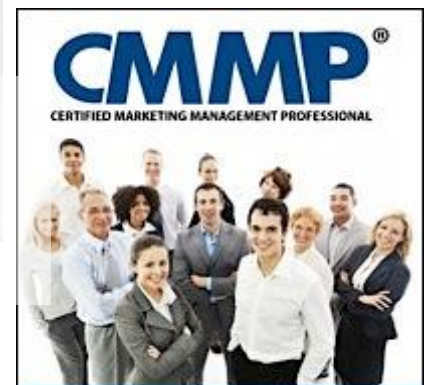
IIMP[®] invites Marketing Case Competitions organizers for partnership

The IIMP[®] invites Marketing Case Competitions organizers for students at all levels for partnership, extending the "IIMP Collegiate Scholarship Program" to marketing students, who are winners in the reputable marketing competitions at the business schools around the globe. [Read more page 5](#)

Reading Suggestions: articles and books about the marketing world to keep you updated of the latest news and developments. [Read more pages 6 and 7](#)

Your Space: for your opinion, your article, suggestions. Write to us and we do the rest. [Read more page 8](#)

2014 is ending and IIMP[®] was great achievements. Is time to prepare the next year with the same dedication and commitment. Partnerships are a meaningful to reach out students, academia and professionals and strengthen marketing profession in world economy in continuous changes. In 2015, IIMP[®] wants to reinforce that link between all!



- 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

CERTIFIED MARKETING MANAGEMENT PROFESSIONALS OF CANADA
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**INTERNATIONAL JOURNAL OF
MARKETING
PRINCIPLES AND PRACTICES**

- A publication of leading and innovative information in the areas of marketing
- The highest standards of intellectual thought combined with practical relevance
- Provides robust & cutting edge marketing theory & practice
- Vital tool for the benefit of marketers worldwide

EDITORIAL TEAM:

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

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**



Dear Fellows

Another year is ending. It's time for an appraisal and to start planning the coming year. In 2014, the International Institute of Marketing Professionals (IIMP®) reached great achievements: new partnerships, new team members and it has strengthened its position as a leading professional body for enhancing marketing practice around the world.

Recently, IIMP® reinforced its partnership with Data Marketing Conference and Exhibition, held in Toronto, Canada. For the second year, the IIMP® will be represented in two-days event that gathers marketing and business experts from across the world to discuss the latest developments in marketing and trends. After the success of last year with CMMP® designation program, attendees have now the

Partnerships strengthen marketing professionals connection across the world knowledge to practice

opportunity to learn more about the International Accepted Marketing Standards (IAMS®) and its work for implementing best practices, policies and accountability, as well as establishing integrity and ethical conduct in the marketing profession globally. Ron Caughlin, Senior Vice President for Global Alliance, hosts IAMS® at Data Marketing.

In India, the IIMP® partners the International Case Conference in Management 3.0, hosted by the Institute of Computers and Business Management (ICBM-SBE), in Hyderabad. In this event, experts present case studies on contemporary management practices in response to new business realities in the 21st Century. The best case studies presented will be published in the forthcoming issue of The International Journal of Management Research (ISSN: 2347-9256), a bi-annual referred journal of international reputation. IIMP® will grant a CMMP® Scholarship for Researcher and cash prizes to the winners of the competition.

The IIMP® ends 2014 with these two meaningful partnerships and aims to reinforce them in 2015. IIMP® invites Marketing Case Competitions organizers for students for future partnerships to achieve that, by stimulating the connection between academia, students and professionals for better marketing practices. The IIMP® Conference and Awards will grant collegiate scholarship program for CMMP® designation to marketing students who are winners in those reputable competitions at business schools.

Looking forward to meet you all in 2015!

All the best,

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



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

IIMP® partners International Case Conference in Management 3.0



The Institute of Computers and Business Management - School of Business Excellence (ICBM-SBE) offers Post Graduate Diploma in Management (PGDM) and is accredited by the American authorities, such as the prestigious ACBSP, recognized by the Council on Higher Education Accreditation (CHEA), USA. ICBM students' have access to about 600 Business Schools from USA for student and faculty exchange program.

The International Institute of Marketing Professionals (IIMP®) signed an agreement of partnership for the International Case Conference in Management 3.0, hosted by the Institute of Computers and Business Management (ICBM-SBE), on December 20th, Hyderabad, India. Experts have the opportunity to present case studies on contemporary management practices in response to new business realities in the 21st Century.

The objective of the case conference is to gather business practitioners and management academia under to celebrate the evolving philosophy of managing businesses in the 21st century.

The cases studies that stand out will be published by a leading publisher and in the forthcoming issue of The International Journal of Management Research (ISSN: 2347-9256), a bi-annual referred journal of international reputation. They will have also the opportunity to grant a CMMP® Scholarship for Researcher and cash prizes.

Nisar Butt, President and CEO of IIMP®, stresses that: *"IIMP® is very pleased for the opportunity to work with ICBM, and is please to grant the CMMP® Scholarship for Researchers to the best case study presented at the conference. This is a great opportunity for business practitioners and academics to present best practices in realms of business, such as marketing, to meet customer needs better or faster."*

For those who are interested in the International Case Conference in Management 3.0

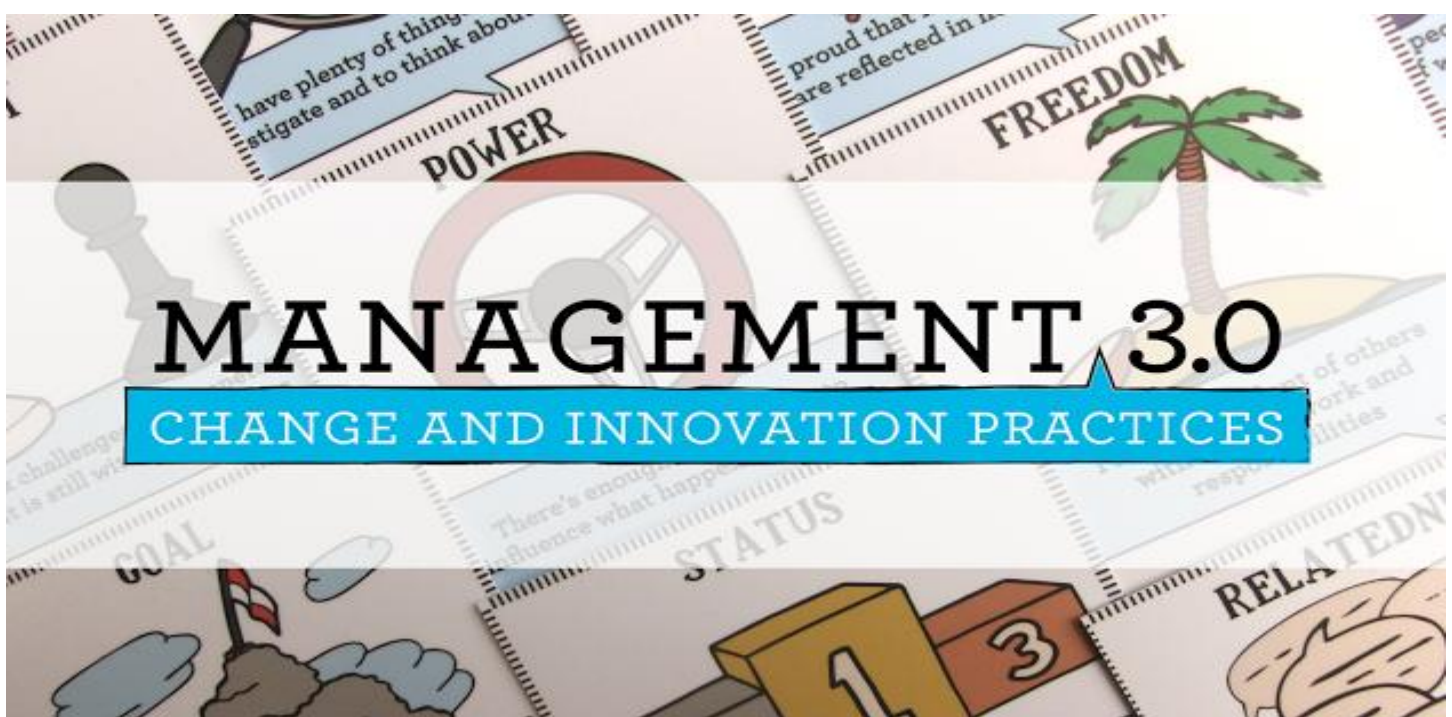
Contact for submission of case studies and further information:

Prof Kunal Gaurav, Convener – IICC 2014 Associate Dean (Strategic Research), ICBM – SBE, Hyderabad

Prof. Firdaus Khan, Co-Convener - IICC 2014 Associate Professor (Finance), ICBM-SBE, Hyderabad

Mobile: + 91 939453959

E-mail: icbmrpc@gmail.com; casecompetition@icbm.ac.in





ICBM-School of Business Excellence

Hyderabad, India

International Case Conference 2014

Management 3.0

December 20, 2014

In Association with



IIMP® partners Data Marketing

The International Institute of Marketing Professionals (IIMP®) partners [Data Marketing Conference and Exhibition 2014](#), introducing the International Accepted Marketing Standards (IAMS) for closer relations with marketing professionals. IIMP® participates for the second time in this event that gathers hundreds of professionals from around the world.

Ron Caughlin, Senior Vice President for Global Alliance at IIMP®, will represent IIMP® hosting the IAMS, which aims to implement best

practices, policies and accountability and to establish integrity and ethical conduct in the marketing profession globally.

Data Marketing is a two-day event that gathers specialists from miscellaneous business areas around data and technology, on December 10th and 11th, in Toronto, Canada. More than 50 speakers will cover topics such as big data, analytics, and new technologies for marketers better understand consumer preferences, improve customer engagement, drive value and develop competitive

advantages. The attendees have also networking opportunities and access to product demonstrations.

Nisar Butt, President and CEO of IIMP®, stressed that "this is a unique opportunity to share information on IAMS in a event where professionals from different marketing areas gather to share experience and knowledge. The adoption of international standards will facilitate interactions and transactions with clients within B2B and/or B2C marketing environments. In today's data drive market, marketers need to make appropriate decisions to achieve better marketing results and established standards can guide them."

The Data Marketing Conference and Exhibition takes place at Eaton Chelsea Hotel, on December 10th and 11th, in Toronto, Canada. For more information go to <http://www.datamarketing.ca>



Winners entitle to scholarship IIMP® invites Marketing Case Competitions organizers for partnership

The International Institute of Marketing Professionals (IIMP®) invites Marketing Case Competitions organizers for students at all levels for partnership. The IIMP® Conference and Awards team extends the "IIMP Collegiate Scholarship Program" to marketing students, who are winners in the reputable marketing competitions at the business schools around the globe.

The IIMP® Collegiate scholarship is intended to be awarded to those post-secondary students who will be winners in challenging marketing, sales, advertising, logistics and business case competitions around the globe. The scholarship will subsidize entry into the CMMP® (Certified Marketing Management Professional) program, which will provide rigorous professional skills to prepare candidates to receive CMMP® designation upon successfully completion. The scholarship winners will be required to demonstrate academic and professional requirements in order to enter the CMMP® designation.

IIMP® accreditation CMMP® (Certified Marketing Management Professional) is a

globally recognized measure of professional and academic excellence in the practice of marketing. This program recognizes 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.

Nisar Butt, President and Chief Executive Officer of IIMP®, said that: "IIMP® invites marketing case competitions organizers for students at all level,

including college, undergraduate and graduates, to partner. This partnership aims to develop marketing knowledge and better prepare the future marketing professionals. And for that IIMP® offers a collegiate scholarship to entry the CMMP® designation program to the winners of the case competition, which give them the opportunity to become an international certificated student in marketing and step up within competitive world market."

The IIMP® have partnered with the following case competitions and presented the winning teams with the scholarships:

The IIMP® have partnered with the following case competitions and presented the winning teams with the scholarships:

- Belgrade Business International Case Competition 2014.

<http://www.bbicc.org/partners/friends>

- Manitoba International Marketing Competition and Conference.

<http://asper-mimc.com/sponsors>

- International Case Conference in Management 3.0, 2014, Hyderabad, India

No More Boring Brands: Creative Content from a Conservative Company



By **ROBERT ROSE** published **NOVEMBER 9, 2014**
Chief Content Officer Magazine / Content Marketing Examples /
Content Strategy / Visual Content and Design

Caterpillar proves even traditional **B2B content marketing** can tell fun, captivating stories. We spoke to Renee Richardson – one of our **Content Marketer of the Year finalists** – about how she and her team breathed new energy into a staid, conservative brand.

Caterpillar's Built For It™ Trial video series launched the brand into social media stardom this year. In three quirky videos, Cat@ equipment is put through outrageous trials:

- Operators play an **industrial-sized game of Jenga@**.
- Rugged **Cat smartphones survive** being dropped, drowned, and run over by a 4.6 ton Cat multi-terrain loader.
- A mini excavator **navigates a \$45,000 glassware display**.

Richardson, Global Marketing Services Department Manager, spoke with Content Marketing Institute's Robert Rose about how her team pushed a riskier message within an

organization more comfortable with quiet humility.

Were the Built For It™ Trial videos a one-time campaign or part of an ongoing effort?

A little over three years ago we redefined our brand promise to be more customer-focused; we wanted to take the brand on the offense ... so, it was quite intentional.

Like most large organizations, we are very matrixed. We had different business units choosing different taglines, and it was not a good use of our dollars. We knew from benchmarking that going to the market in a fragmented way did not make much sense.

The Built For It™ tagline enabled us to be more consistent with how we present ourselves to the market. So, it all started with that reinvigoration of the brand promise and the new tagline. We also learned from other

companies that you have to direct the message internally first to make sure the employees feel it. So, we started at home before taking it to the market.

We actually did the three videos as a bit of an experiment. We have a lot of extremely creative and capable people inside, and we've also been working with Ogilvy and Mather over the last two years. We met and said, "Let's try to figure out how to do this cost effectively and within my annual budget."

Did you talk explicitly about using storytelling as a tool to convey the brand?

The direction I gave the team was to do something cool. It was that simple: "Let's do something cool and a little non-traditional." They felt they had permission to do it.

(continue)

To read the full article:

<http://contentmarketinginstitute.com/2014/11/no-more-boring-brands-creative-content/>



Global Marketing Management by Kiefer Lee and Steve Carter

Global Marketing Management adopts a strategic management framework and provides an examination of key management decisions. The third edition addresses contemporary issues in the marketing environment such as climate change and sustainable development, service delivery, ICT technologies and social media, strategic branding, and maintaining relationships. The authors examine the implications of these issues and consider how they may be applied to the management of global marketing programmes.

Reading list



Advertising and Promotion: An Integrated Marketing Communications Perspective by George E Belch and Michael A Belch McGraw Hill

It includes very comprehensive coverage of Agency issues and creative work and how it is related to the Integrated Marketing Communication mix. The authors understand that marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/Internet marketing, sales promotion, and personal selling); Belch/Belch is the first book to reflect the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy. The text underscores the importance of recognizing that a firm must use all promotional tools available to convey a unified message to the consumer. The integrated marketing communications perspective (the theme of the text) catapults the reader into the business practices of the 21st century.

9 MISTAKES BUSINESSES MAKE on Social Media



Anyone who owns and runs a business should already understand the importance of an effective social media campaign. Even so, there are a lot of businesses out there who get it wrong. While there is a lot of information online about the best ways to tackle social media, we see a lot of folks using the wrong tactics. For that reason, we're going to highlight some of the most-common mistakes made in this infographic. Hopefully, taking a look will help you to avoid following suit.



Sources:

- <http://thesocialskey.com/99-new-social-media-stats-for-2012/>
- <http://www.thequarlan.com/technology/2014/feb/04/facebook-10-years-mark-zuckerberg>
- <http://www.spamlaws.com/spam-stats.html>
- <http://blog.bufferapp.com/social-media-automation-guide>
- <http://www.comnewsandconverter.com/social-media-research/77-shocking-new-social-media-statistics-in-america/>





Dear Marketers,

IIMP® intends to satisfy 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.

Thereby, the best tools and methods that allow organizations to address the marketing challenges due to the Big Data phenomenon and global competition among others, are selected to become standards. For instance, Internationally Accepted Marketing Standards enhance new marketing information systems such as Marketing Early Warnings Software that can be used to simulate marketing strategies in the frame of Marketing War Game ; in addition, it also permits one's to calculate the impacts and probabilities of coming market events that could threaten the organization's survival or constitute an opportunity. Anticipate, optimize your decisions, stay ahead of the competition are the outcomes delivered by such system.

Yet, we stress governance that leads to sustainable development by putting at its heart human.

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, IAMS® Board
Kadir Has University, Istanbul
cbisson@khas.edu.tr



AGENDA

Data Marketing Conference and Exhibition 2014

10 – 11 December 2014
Eaton Chelsea, Toronto, Canada

International Case Conference in Management 3.0

20 December 2014
Hyderabad, India

Content Marketing Sydney

16 – 18 March 2015
Sheraton, Sydney, Australia

Intelligent Content Conference

23 – 25 March
Hyatt Regency Embarcadero, San Francisco, USA

BBICC 2015

24 -29 March 2015
Belgrado, Servia



AUDIENCE: The meat of your strategy. For substance, invest the time to understand the information needs of your audience.



CONTENT THEME: The gooey, tasty information goodness that melts over your audience. Relevant content sticks.



VOICE & TONE: The sauce! The flavour and personality of your content will depend on things like culture and industry. Tabasco? Ketchup? Mayo?



CONTENT FORMAT: The mix of content condiments that add texture and variety to your strategy.



BUN: Your digital channels provide the platform for your content strategy and hold it all together.



New Appointment

Oluseun Ayokunle Lemikan-Felix
Appointed Country Manager for Nigeria

Oluseun Lemikan-Felix is a Brand Consultant, Strategic Marketer and Journalist with academic background in International Relations & Journalism. He has developed experience in the Management Consulting & Capacity Building practice. His Competencies comprise Strategy Articulation, Brand Performance, Design, Copy Writing, Media Buying, Project Management, Process Analysis & Improvement, Organisational Design, Business Development and Human Resource Management. Industry experience spans Judiciary, Public Sector and Health Services. A Brand Performance Manager in the Corporate Affairs Department of Nigeria Social Insurance Trust Fund (NSITF), a parastatal under the Federal Ministry of Labour & Productivity in Nigeria, he is a Lead Implementer for the organisation's Information Security Certification Project (ISO 27001:2013).



Testimony of CMMP® holder



Hazem T. Melham, CMMP
Deputy Marketing Manager
Al-Jazeera Factory For Paints and Coating Co.
Khamis Mushait, Saudi Arabia

I consider Manager Certified Marketing Management Professional (CMMP) program as one of the best and most useful professional and practical program that I have ever taken part in, within the past 6 months I have learned so many new marketing skills and techniques such as marketing MEWS, innovative planning, global marketing strategies, new strategic marketing methods and product development.

As result of my learning, I am contributing significantly to my workplace and I have impressed the board of directors, they liked my achievements so I have-received a career promotion and better salary. I highly recommend the Manager CMMP to every marketer who seeks success in his/her career. I am thankful to the entire CMMP education team and members for their extended support.



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 lets us discover more about marketing in your country.



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/>

