

**IIMP® Accredits
Columbia
Commonwealth
University to offer BBA,
MBA and PhD programs
in Malawi, Africa**



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Get Started

The International Institute of Marketing Professionals (IIMP®) hereby announces that it has granted accreditation to Columbia Commonwealth University, currently offering post-graduate as well as undergraduate degree programs in Blantyre and Lilongwe. This accreditation is granted to CCWU after our group of highly qualified educators carefully reviewed the curriculum, list of text books used as well as the qualification of its outstanding lecturers. We had a series of interviews with Professor Ketsela who shared with us the history of

CCWU and who submitted the required documents which our team reviewed.

The International Institute of Marketing Professionals would also like to announce that CCWU is the first institution in Africa accredited by IIMP® to offer Master of Business Administration the BBA, MBA and Ph.D. in Business Management degree programs in various areas of concentrations. The top students will be granted IIMP® scholarships to enter the CMMP® program. *continued on page 5*

Editorial - Internet of Things changing your behaviours 3

IIMP® calls volunteers for Conference & Awards Committee 7

IIMP® partners Data Marketing 2015 in Canada 8

IIMP® partners Customer Centricity Summit in USA 10

Success Stories of CMMP designation holders 11

Share a Coke Campaign by Caroline Berryman 13

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INTERNATIONAL JOURNAL OF
MARKETING
PRINCIPLES AND PRACTICES

Marketing Research Journal
Leading and innovative information
Highest standards of intellectual thoughts
Vital tool for the benefit of marketers global

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CERTIFIED MARKETING MANAGEMENT PROFESSIONAL



- *Globally recognized marketing designation*
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- *Exam your work opportunities globally*
- *Commit to your ongoing training and development in Marketing*
- *Register today for the CMMP[®]*

Spring 2016, early bird registration deadline: December 15, 2015

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How the Internet of Things is changing your behaviours—Editorial by Sandra Pedro

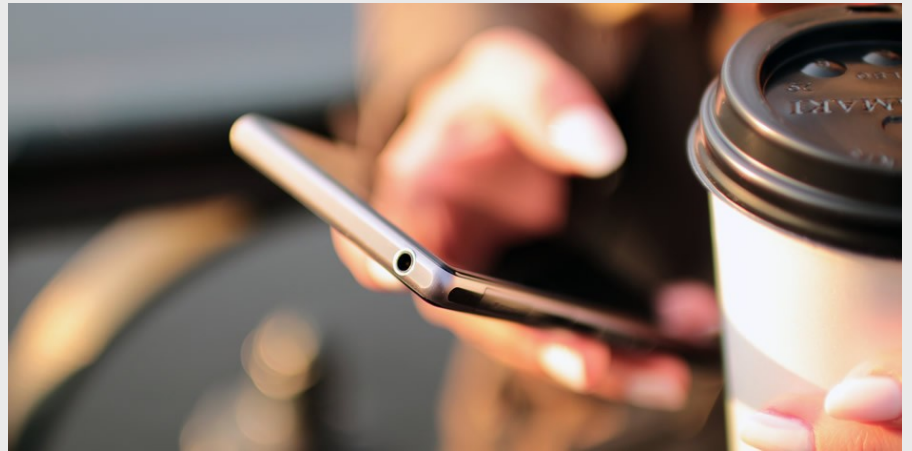


I believe that most consumers have not yet realized that the Internet of Things has invaded our daily lives. It is here to stay and to revolutionize our consumption habits.

Sensors and connectivity have arrived to facilitate our lives, to monitor behaviors, advise us, and even call us. They are everywhere and anywhere and can be accessed anytime. It's becoming our second skin.

Health, housing, industry, transportation, streets, environment, clothing... just think of something and you will find it. We already have smartphones. In the near future we will have smart cities, smart homes and smart vehicles, so let us be smart.

The Internet of Things, sensors and cloud computing, monitors evaluates everything we do, it gets data and leverages it, helps us monitor our health; reminds us to take our medicines; tracks our movements; location and workouts; monitors a baby's breathing, skin temperature, body position and activity; helps us monitor our home appliances and saves us money on our utility bills; secures our house while we are away; helps us find the fastest route to travel to our job and finds available parking places, saving fuel



and time; turns lights on in our homes or on the streets when we are approaching and provides the right level of lighting; monitors pollution levels; helps protect wildlife; protects us from environmental disasters such as tsunamis or earthquakes... and the list does not stop here...

All the collected data facilitates our lives, saves time and money, but it also reveals everything about our behaviors, tastes, dreams, aspirations, movements, and locations, providing insight into who we really are. All this data provides an endless opportunity for marketers to create new marketing and communication strategies to target consumers more effectively now and in the future.

Comment l'internet des objets est en train de changer vos comportements

Je crois que la plupart des consommateurs ne sont pas encore rendus compte que l'Internet des objets a envahi notre vie quotidienne. Il est là pour rester et révolutionner nos habitudes de consommation.

Les capteurs et la connectivité sont arrivés pour faciliter nos vies, surveiller nos comportements, nous conseiller, et même nous appeler. Ils sont partout et n'importe où et peuvent être consultés à tout moment. Cela devient notre seconde peau.

La santé, le logement, l'industrie, le transport, les rues, l'environnement, les vêtements ... Il suffit juste de penser à quelque chose et vous la trouverez. Nous avons déjà des smartphones. Dans un proche avenir, nous aurons les villes intelligentes, des maisons intelligentes et des véhicules intelligents, soyons donc intelligents.

L'Internet des objets, les capteurs et le cloud computing, surveillent et évaluent tout ce que nous faisons, reçoivent les données et les exploitent, nous aident à veiller sur notre santé; nous rappellent de prendre nos médicaments; suivent nos mouvements; emplacement et séances d'entraînement; surveillent la respira-

tion, la température de la peau, la position du corps et de l'activité d'un bébé; nous aident à surveiller nos appareils ménagers et nous économisent de l'argent sur nos factures de services publics; sécurisent nos maisons durant notre absence; nous aident à trouver l'itinéraire le plus rapide pour se rendre à notre travail et trouvent des places libres pour le parking, économisent le carburant et le temps; éteignent les lumières dans nos maisons ou dans les rues, et fournissent un bon niveau d'éclairage quand nous nous approchons; surveillent les niveaux de pollution; aident à la protection de la faune; nous protègent des catastrophes environnementales comme les tsunamis ou les tremblements de terre ... Et la liste ne s'arrête pas ici...

Toutes les données recueillies facilitent nos vies, permettent d'économiser temps et argent, mais elles révèlent également tout sur nos comportements, goûts, rêves, aspirations, mouvements, et lieux, donnant un aperçu sur qui nous sommes réellement. Toutes ces données présentent une opportunité sans fin pour les marketeurs de créer de nouvelles stratégies de marketing et de communication pour cibler plus efficacement les consommateurs, maintenant et dans l'avenir.

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Get Started

IIMP® Accredits Columbia Commonwealth University to offer BBA, MBA and PhD programs in Malawi, Africa

Continues from page 1

The BBA, MBA and Ph.D. programs were thoroughly reviewed by the academic accreditation committee of the IIMP® that concluded that CCWU meets all academic requirements to offer these programs, including marketing and non-marketing concentrations it is currently offering Students of CCWUM with Marketing Management concentration will qualify to enter the CMMP® designation either at Executive or Chartered program level.

IIMP® designation holders at these levels gain a competitive edge in the marketing industry by achieving a high level of competence that can be demonstrated on a professional level. CMMP® designations will provide marketing executives with the specialized knowledge, confidence and credibility needed to get ahead and take charge of their marketing-oriented careers.



Professor Tesfaye Ketsela, President of CCWU, said: "On behalf of the students and faculty of CCWU, I would like to express my gratitude to IIMP for granting us accreditation to offer the BBA, MBA and Ph.D. programs. The President and CEO of IIMP Mr. Nisar Butt and I spent considerable time discussing IIMP's requirements in order to grant accreditation. I had also the opportunity to review the impressive

work IIMP has been doing through the past years to help so many institutions of higher learning in Canada and other countries by guiding, consulting and preparing them to qualify for accreditation. I have realized from review of their records that IIMP is committed to excellence in providing quality education to professionals in the marketing field and related areas in Business Management. It is a pleasure and an honor to be associated with IIMP and receive its accreditation of our programs and we look forward to working with their team of experts and high caliber professionals."



Nisar Butt, President and Chief Executive Officer of IIMP®, said: "We are very pleased to have Columbia Commonwealth University as the first academic institution in Africa as IIMP® Accredited Educational Institution. Malawi is the first country in Africa to hold an institution where students and professionals have the opportunity to access the CMMP® designation program."

Prof. Dimitrios P. Kamsaris, Senior Vice President, Academic Accreditation Committee, said: "The Academic Accreditation Committee has comprehensively reviewed the BBA, MBA and PhD programs offered by the Columbia Commonwealth University. Our team concluded that the quality



of the contents, supported and conveyed by the highly qualified University faculty, delivered the aforementioned programs in highly professional manner. Consequently, we are pleased to support the institution by granting them a status of IIMP Accredited Educational Institution."

The Accredited Educational Institutions are Universities and Colleges that are empowered to grant certification, diploma and undergraduate degree program. These institutions go through a rigorous accreditation program offered by the IIMP® and in order to be recognized as an "IIMP® Accredited Institution". These institutions are fully equipped to offer an accredited business diploma and degree programs that includes all marketing and non-marketing courses to prepare their graduates to meet all entrance requirements to enter the CMMP® designations.

Columbia Commonwealth University (CCWU) was founded in Malawi in 2002 to offer distance as well as in-class education programs at the Bachelor's, Master's and Doctoral Degree levels in Administration and Management, . The University has received recognition from various institutions, such as the International Professional Managers Association (IPMKA), the Chartered Institute of Administration and Management (CIAM) Consultant, Ghana, and the Association of Business Executives (ABE), UK. Web: <http://www.ccwum.org>

MARKETING WORLD

REVIEW

Call for Papers for Premier 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 initial 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 initial 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 but pieces concentrating on the "Next Practices in the Era of Connected Marketing" are specifically encouraged.

The deadline for initial **submission to the first issue is January 8, 2016**. The review process will feature a maximum of two rounds and final decisions will be made before February 12, 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

IIMP[®] calls volunteers for Conference & Awards Committee

The International Institute of Marketing Professionals (IIMP[®]) call for volunteers to join the Conference & Awards Committee (CAC) and its seven new sub-committees: global awareness, conference partnerships, events, competitions and awards' organization. Which team will be headed by a co-chair and manage it's own dedicated team to achieve its mandate.

The CAC mandate includes creating awareness of IIMP and appreciating marketing global community through organizing "IIMP Marketing World Congress", participating in major marketing conferences and establishing extensive award programs in order to value accomplishments of the marketing students, practitioners and academicians globally.

The following is a list of seven new sub-committees:

- 1- IIMP Global Awareness:
- 2 - Conference Partnerships
- 3 - Annual Congress
- 4 - Virtual Conference
- 5 - Research Paper Competition
- 6 - Case Competition
- 7 - Awards for Practitioners

Nisar Butt, President and Chief Executive Officer of IIMP[®], stress that: "CAC team members advised IIMP[®] to create sub-committees in order to easier achieve its objectives, divided in different areas. IIMP[®] welcomes students and professionals of marketing and related areas to join our sub-committees, including co-chair them. This is

an opportunity to work in an international environment and add value to marketing profession."

Hassan Jaber, Chair of CAC, add that: "We have chosen a holistic approach in driving potential progress within conference and awards committee. All volunteers that would join our teams have an opportunity to work in fast-paced and international environment and make full use of their skills. We welcome all those who are interested in contributing for the increasing value of marketing profession worldwide."

If you are interested in work in one of those sub-committee write an e-mail to hr@theiimp.org indicating which sub-committee do you want join and why.



IIMP® partners Data Marketing 2015

International Institute of Marketing Professionals (IIMP®) partners Data Marketing 2014 Conference and Exhibition, in Toronto, Canada. This year, attendees have the opportunity to learn more about CMMP® designation program.

The International Institute of Marketing Professionals partners Data Marketing Conference and Exhibition 2015, introducing the Certified Marketing Management Professionals (CMMP®) designation program to hundreds of professionals from around the world that attend this event to listen industry leaders.

CMMP® Certification (Certified Marketing Management Professional) is a valuable asset to practitioners, clients and organizations. CMMP® designation holders will be able to gain a competitive edge in the marketing industry by achieving a high level of competence that can be demonstrated on a professional level. The professional designation will provide marketing

practitioners with the specialized knowledge, confidence and credibility needed to get ahead and take charge of their careers.

Data Marketing is a two-day event that gathers specialists from miscellaneous business areas around data and technology, from November 18th to 20th, 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 Chief Executive Officer of IIMP®, said that “IIMP® partners Data Marketing since the first event. Its being three years of valuable partnership for promoting our work to development marketing profession and disclose world



industry knowledge. Today, knowledge share is crucial for business success. IIMP® presents, this year, the CMMP® program to help marketers to evolve their careers. The company with professionals certified with CMMP® designation is certain to have the best in terms of knowledge and professional ethics”.

The Data Marketing Conference and Exhibition takes place at Westin Harbour Castle Hotel, on November 18th to 20th, in Toronto, Canada,

For more information go to:
<http://www.datamarketing.ca>

CALL FOR RESEARCH PAPERS

INTERNATIONAL JOURNAL OF MARKETING PRINCIPLES AND PRACTICES



International Institute of Marketing Professionals cordially invites authors to submit their work and, in so doing, join our team of professional authors. We appreciate your input and look forward to sharing it with our readers world-wide.

The International Journal of Marketing Principles and Practices (IJMPP) is a high quality scholarly publication of leading and innovative information in the areas of marketing, which is envisioned to be a vital tool for the benefit of marketers worldwide; researchers and practitioners in the field. The IJMPP Journal's primary focus is enhancing the discipline of Marketing Management globally, providing robust & cutting edge marketing theory & practice, invigorating the field as an important organization orientation. The Journal is targeted at promoting the development and dissemination of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance.

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





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- b) professional experience involving planning, coordinating, analyzing information, facilitating or collaboration in organizational strategic decision making process.

You may qualify to receive one of the following accredited business strategy professional designations:

- CBS - Chartered Business Strategist
- ECBS - Executive Chartered Business Strategist
- CBSF - Chartered Business Strategy Facilitator
- CBSE - Chartered Business Strategy Educator

About CBSA:

Canadian Business Strategy Association (CBSA) is an independent not-for-profit leading professional accreditation body which is dedicated to uniting business strategists under a unified community, in order to facilitate the advancement of the business strategy profession.

The CBSA elevates and advances the business strategy profession by:

- Delivering a definitive body of knowledge for general and industry specific applications.
- Accrediting members who demonstrate world-class performance excellence in strategy delivery
- Coach and mentor members to deliver on their Strategy profession



Phone: 647-799-0088

Website: www.theCBSA.org

IIMP[®] partners 2nd Annual Customer Centricity Summit: High-Velocity Growth

International Institute of Marketing Professionals (IIMP[®]) partners second Annual Customer Centricity Summit, hosted by Knowledge@Wharton's Wharton School of the University of Pennsylvania, on December 9th and 10th, at Le Méridien San Francisco, California, USA.

The International Institute of Marketing Professionals associates for the first time to the 2nd Annual Customer Centricity Summit, organized by the Knowledge@Wharton's Wharton School of the University of Pennsylvania (USA), which gathers speakers from diverse industries to talk about analytics, behaviors and loyalty for customers' retention.

This year's summit explores the intersection between marketing, analytics, behavior and loyalty with an eye towards recognizing most valuable customers. World-class organizations will share best-practices, tools, and proven strategies for overcoming customer-centricity's greatest business obstacles as well as untapped resources and solutions for kick-starting or reinvigorating growth strategy to target customers.

KNOWLEDGE @ WHARTON



Nisar Butt, President and Chief Executive Officer of IIMP[®], stressed "this partnership highlights the importance of knowledge-sharing with world-class professionals and academics. Business and academic arenas should be in full contact and work in partnership in order to share best practices and case studies, and find new solutions for present and future challenges."

The 2nd Annual Customer Centricity Summit takes place at Le Meridien Hotel, on December 9th and 10th, in San Francisco, USA. For more information, please [click here](#)



Success Stories of CMMP designation holders



Dias Mukushev, BBA, CMMP

Senior Sales & Marketing Manager at Talan Towers
Astana, Kazakhstan

"The experience I had during the educational period for the CMMP membership had made a great impact on my theoretical fundamentals that helped a lot in my professional activities. I consider the IIMP as the most professional organization that keeps its standards on the highest level. It is honor for me to be recognized as a member of such a respectable and professional team."

Dias is a senior sales and marketing professional. He holds a Bachelor degree in Business Administration, major in Marketing from KI-MEP university, Almaty, Kazakhstan. Dias has about five years of professional experience working in the real estate and gold mining industries.



Hassan Jaber, DMP, CMMP

Product Marketing Advisor at Saudi Telecom
Riyadh, Kingdom of Saudi Arabia

"I completed my CMMP certification in Aug 2015 with high distinction recognition. This important achievement is considered an important step not only in building recognition of my experience as marketing professional but also in providing me as marketing practitioner with specialized tools and global standards to put me in charge of my career. I strongly recommend professionals anywhere in the globe who wish to be recognized in the era of marketing management to experience different approach in enriching their marketing know-how and be part of CMMP designation program".

Hassan helps companies derive product marketing strategies and execute product development tactics. Energetic and intuitive marketing strategist with exceptional leadership and communication skills. He has around 10 years of experience mainly within telecom field, currently he is working as a product marketing advisor for one of the leading telecom companies in MEA region, developing business plans for new business opportunities.



Mohammad Al-Sharafi, MS, CMMP

ICT Services Marketing Strategist at Saudi Telecom
Riyadh, Kingdom of Saudi Arabia

"What I really like about IIMP as a non profit organization is their huge effort to enhance marketing profession through a many focussed activities including training, standardization and building a network of brilliant marketers in academic and industry that improve marketing area globally and what is so special about CMMP as a designation and training path is their focus on the practical side of marketing which make it very easy for non-marketing people to get involved in a very professional way."

Mohammad Al-Sharafi is chairperson for Business Strategy Committee at the International Institute of Marketing Professionals. With over 22 years of Telco related Service Development and Management expertise, Mohammed has developed deep strategic and operational knowledge of the IT and telecommunication industries. Specializing in go-to-market and commercial strategies, he has leveraged his distinctive analytical and management skills and his academic background as a master degree in IT, to excel in a fast-paced and performance oriented workplace in the areas of marketing strategies, and business planning and a wide range of enterprise business solution development.

Success Stories of CMMP designation holders



Safa Abo Saeed, CMMP

Sales Associate and Marketing Coordinator at Victoria's Secret
Amman, Lebanon

"I am a business administration/Marketing graduated student from the Arab Open University-Lebanon branch, and a CMMP marketing manager designation holder. I always try to develop myself and my career through entering the market in several ways. One of the best ways, was developing my educational level in learning more and more about marketing and it was really a great opportunity for me to know the CMMP because I always try to learn something new from every experience, though I believe there is always a room for self improvement both personally and professionally. The CMMP helped me a lot in moving forward especially in my work; I got promoted lately because I improved myself much more especially in applying the professional competencies in a successful way. Finally I would really thanks everyone and every member in the IIMP and I am proud to be one of your members."



Farida Baizuliyeva, CMMP

Marketing Manager at Talan Towers
Astana, Kazakhstan

"As reflected from my experience and keen interest I got into the CMMP program to prove further that I am having all the zeal and deal to learn and advance my career in the field of Marketing. I kept all my efforts and completed the CMMP program successfully. Thank you very much for the entire team for extremely helpful and detailed response to all my questions during the program. I wish the IIMP team only success, and I am happy to be a CMMP® Member of the IIMP®."

Farida's professional background includes a number of progressive marketing roles focused on building staff excellence through coaching and professional development. Her skills were formally recognized when she was selected as a member of the marketing team responsible for opening of the first International hotel "Astana Marriott Hotel". She was responsible for market research and analytical works, control of brand standards, researching and other marketing activities.



Burc Uygumen, CMMP

President/CEO at Burç Uygurmen – Praktika Educational Services
Istanbul, Turkey

"We believe that customer experience is the new marketing. From that point of view, it's a pleasure to hold the CMMP Designation and to be able to offer IIMP®'s professional development courses in Turkey. With qualified people from 192 countries from both professional and academic backgrounds, IIMP® has a strong value proposition delivering only meaningful and up-to-date information that is easily adaptable to the field. It's a privilege to be able to reach and deliver this kind of usable information where there is so much complex or superficial data all around us. In my experience IIMP's unique value proposition is elusive because it certainly fills the gap between the learning experience and real life occurrences."

Uygurmen's professional background consists of over ten years of B2B Sales and Marketing roles in USA and Turkey. He currently owns an IIMP® Certified Study Center, delivering corporate courses on Consumer Behavior, Emotional Branding, Relational Leadership and Value Based Marketing. He is also been writing for Harvard Business Review about Customer Experience and Buying Habits. His book "Achieve Your Own Emotional Branding: the biology of appealing to emotions" has been released in 2014 and reached to 12 countries.

Share a Coke Campaign



By: Caroline Berryman, CMMP

Coca-Cola recently launched the “Share a Coke” campaign; a campaign that was more social and interacted with people as people and not as a brand. This was a radical approach for Coke to make the brand a person and they did it in a very clever way.

The “Share a Coke” campaign featured personalized Coke bottles and cans that included the most popular millennial names in the United States. It also included popular words used by the millennials, such as “Bestie” and “Wingman.”

This type of campaign was first introduced in Australia in 2011 and it was very successful, resulting in a 7% increase in Coke sales. Leveraging that success, Coca-Cola decided to launch the campaign in the United States. Although the campaign is now over, there are rumours that Coca-Cola will re-launch the campaign every summer.

In the past few years, Coke’s sales have been decreasing. However, with the “Share a Coke” campaign, Coca-Cola was able to positively impact sales. Coca-Cola has reported an increase of 2.5% in total sales.

The results reveal that people love to see their names on branded products. The campaign also encouraged people to collect Coke products. Consumers were searching stores to try to find their name or a friend’s name on a Coke bottle. The Coca-Cola bottle is one of the most iconic symbols in the world so it’s no surprise that consumers would want to see their names on it.

Social media played a huge role in the success of the campaign. When consumers found their names on Coke bottles, they were encouraged to share it on social media using the hashtag #ShareaCoke. This helped to spread brand awareness and a strong following for the campaign itself. Coca-Cola also developed traveling kiosk displays which allowed consumers the opportunity to purchase unique Coke products at popular events such as festival and concerts.

The success of Coke’s “Share a Coke” campaign is based on the fact that consumers love to see their name on a product like Coke because it makes them feel special. The campaign motivated consumers to look for other products featuring their name, buy the commemorative bottles for their friends and share it on social media. All of this resulted in a win-win for Coca-Cola.



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 lets 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 IIMP would like 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



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Located in Ottawa, Canada, the Algonquin College School of Business offers 31 business programs ranging from accounting and business administration to office administration, supply-chain management and Human Resources management studies. All courses are designed to make school graduates immediately employable in their chosen field. Business theory is augmented by practical skills putting Algonquin students on the fast-track to career success. School of Business graduates have an 85% employment rate within the first six months after graduation.

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Flexible engagement for marketing & communication professional You are:

An all 'rounder marketing & communications professional - with roots in at least one of the 4 P's (Product, Price, Place & Promotions). A marketing planner, researcher, account manager (client services), project manager, integrated campaign manager and copy writer (the more of these boxes that you check off, the better a fit you will be, and if you bring other experience to the table like media buying, analytics or social media management, even better).

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EXECUTIVE DIRECTOR

Niagara Falls, Canada

Leading the organization to new heights collaboratively with a seasoned Board of Directors, you will inspire strategic short and long term vision to achieve Niagara Falls Tourism's mission of increasing the economic impact for the Niagara Falls destination. Building on Niagara Falls international reputation, you will bring a hands-on approach to empower Niagara Falls Tourism's team of professionals to even greater success in all aspects of the organization.

As Executive Director, you will be responsible for marketing Niagara Falls as a premiere travel destination and provide strategic oversight of global PR and communications, board and governance management, event management, government and stakeholder relations, staff management, fiscally responsible budgeting and financial accountability, sponsorships and partnerships, and serve as an official spokesperson for Niagara Falls Tourism.

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work from anywhere in the world

The IIMP team is looking for experienced (3 years) advertising sales consultant to promote and sell adverting spaces for online and the following publications:

- IIMP Newsletter
- International Journal of Marketing Principles and Practices
- MarketingWorld Review Magazine

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



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