



IIMP® celebrates its 5th Anniversary!!

IIMP® unveils a list a Recognized Educational Institutions in North America

The IIMP® unveils a list a Recognized Educational Institutions, offering business degrees in North America, that will prepare their graduates to meet all entrance requirements to enter the CMMP® designations.

[Read more page 2](#)

IIMP® partners Social Media Marketing workshop in Karachi, Pakistan

The IIMP® partners the Social Media Marketing (SMM) workshop, which was held by AMI APEX, a globally recognized leader in IT training and certifications, in Karachi, Pakistan. [Read more page 2](#)

IIMP® partners Redefining the Muse Marketing

The IIMP® partnered the Digital Youth Summit (DYS), the first one of its kind technology expo and conference in Pakistan. This at the DYS makes it an element of the world's digital movement.

[Read more page 3](#)

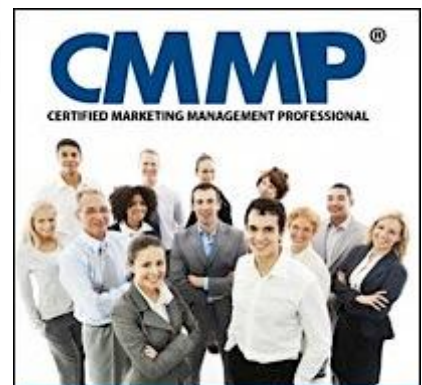
SUCCESS

Obstacles are those
frightful things you see
when you are take your
eyes off your goal. Henry Ford

INTERNATIONAL JOURNAL OF
MARKETING
PRINCIPLES AND PRACTICES

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

IIMP® celebrates its 5th Anniversary. Since 2009, it has achieved higher goals in order to be useful to the marketing global community. Volunteers and advisory team members have contributed in reaching to the higher heights each year. Congratulations to 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
www.cmmpp.ca • (647) 799-0088

EDITORIAL TEAM:

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



Dear fellows,

It is a great pleasure and honour to announce that the IIMP has completed its five years after its foundation in 2009. Every year the organization set and achieved higher goals in order to be useful to the marketing global community. In the recent year we have achieved the following significant milestones:

- Partnered with the Atelier Redefining the Muse Marketing, hosted by IBA Marketing Club, in Pakistan.
- Partnered with Social Media Marketing (SMM) workshop in Karachi-Pakistan
- Unveiled a list of Recognized Educational Institutions in US and Canada that will prepare their graduates to meet all entrance requirements to enter the CMMP® designations.
- Appointed Elite Training Pros as an IIMP® Certified Study Centre to offer Associate and Manager CMMP® preparation programs for certification.
- Launched two entry level

Celebration of IIMP's 5th Anniversary

complimentary memberships for marketing students, academics and professionals to connect on a global network and share knowledge and practices.

- Partners with the Digital Youth Summit (DYS) 2014, the first of its kind technology expo and conference in Pakistan.
- Appointed the Canadian Academy of Management and Technology (CAMT) as the IIMP® Certified Study Centre in Dubai, in United Arab Emirates to provide Associate CMMP® preparation program.
- Partners with the BBICC 2014 to support global undergraduate competition.
- Exhibited at the National Job Fair and Training Expo, represented by the Certified Marketing Management Professional (CMMP®) in Toronto, Canada.
- Partners with the PIQC Institute of Quality (PIQC), in Pakistan, to establish Authorized Exam Invigilation Centres (AEIC) for Certified Marketing Management Professional (CMMP®) designations.
- Launched the CMMP® Scholarship for Researchers (CSR) for its Certified Marketing Management Professional (CMMP®) designations.
- Presented the four winners of the Manitoba International Marketing Competition with the Collegiate Scholarship that provided them with access to entry into CMMP® program.
- IIMP® launched the Student Ambassador

Program (ISAP) for undergraduate and postgraduate marketing students connect on global network of marketing professionals.

- Launched International Scholarship Program for bachelor and master degrees' students with major in marketing.
- Launched Collegiate Scholarship Program for CMMP® designations and Manitoba International Marketing Competition becomes the first partner.
- Received recognition by the Government of Canada to offer tuition reimbursement.
- CMMP® recognized by the Government of Canada.
- Comprehensive Benefits Announced for IIMP® Volunteers and Advisory Roles.
- Became Associate Partner at the Data Marketing Conference in Toronto.

I highly appreciate sincere dedication of our volunteers and advisory team members and their contribution in reaching to the higher heights each year. In coming years, the IIMP will remain committed to continue striving to deliver substantial value to our members and professionals at large around the globe.

All the best,
Nisar Butt, MBA, DBA Scholar
President and CEO IIMP®
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® unveils a list a Recognized Educational Institutions in North America

The International Institute of Marketing Professionals (IIMP®) unveils a list a Recognized Educational Institutions (REI), offering business degrees in North America, that will prepare their graduates to meet all entrance requirements to enter the CMMP® designations. The recognized institutions are able to align their existing academic program(s) in order to connect their graduates to enter the globally recognized Certified Marketing Management Professional (CMMP®) program by CMMP® Canada. REI are able to provide and enhance superior satisfaction and value for their students/clients:

- 1) An opportunity of utilizing the branding of REI.
- 2) Global/National recognition.
- 3) Helps potential students in choosing the right institution for career development.
- 4) Sharing the campaigns, advices and CMMP® Canada's support.
- 5) Sharing of technical knowledge, information and training resources.
- 6) Increases employability of the graduates.
- 7) Expedited credential assessment of students to enter CMMP program.

Nisar Butt, President and CEO of IIMP®, stresses that: "this list of REI is a great achievement for

increasing opportunities of career development for graduates as part of CMMP® designation community. We are glad to be able to unveils this list in order for student to plan better their professional future by showing the university/colleague that better prepare them and give them the opportunity to candidate to CMMP® designation. All of this is only possible with the collaboration of academic institutions. So we invite higher educational institutions from the around the world to come forward and become IIMP Recognized Educational Institution."

The academic accreditation team at the IIMP® has rigorously reviewed and approved the following degree programs to be satisfactory to meet academic background qualification in order to enter the Manager CMMP® designation. However, due to different electives offered within the programs, the graduates will be assessed on case-to-case basis in order to ensure that they have taken required business and marketing courses and satisfy academic requirements to enter the Manager CMMP® designation.

To consult all list of REI:

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



IIMP® partners Social Media Marketing workshop in Karachi

The International Institute of Marketing Professionals (IIMP®) signed an agreement letter for 'Collaborating Partner' for the Social Media Marketing (SMM) workshop, which was held by AMI APEX, a globally recognized leader in IT training and certifications, on 22nd June, in Karachi, Pakistan.

The workshop aims to increase knowledge and share practices with young marketing professionals about marketing trends, benchmarking, global practices, and much more. It

gathers some of the best marketing professional from Pakistan.

Nisar Butt, President and CEO of IIMP®, stresses that: "IIMP® is very pleased for the opportunity to work with your esteemed organization as Collaborating Partner, through which we are also able to fulfil our mandate of promoting range of globally recognized professional development products and services and events to the professionals locally in their respective countries."

AMI Apex offers a variety of IT certifications under high profile IT professionals and experts all

over Pakistan. It has successfully accomplished various training programs with multinational and local organizations, including Pakistan Government, US Aid, DAE, Sindh Parliament, Financial sector, law enforcement agencies, universities, education institution and many others.

About AMI APEX;

<http://amiapex.com/s2/w/index.php>



IIMP® partners Redefining the Muse Marketing



The International Institute of Marketing Professionals (IIMP®) partners the Atelier Redefining the Muse Marketing, on June 24 to 25, at IBA Main Campus-Karachi, in Pakistan. The Atelier will provide a dynamic platform to the participants where they get a chance to splash marketing talent and polish with feedback of the event judges.

Atelier will be two days of demanding and intellectually stimulating rounds, designed to test the marketing acumen of Pakistan's

best and most creative young minds. Participants from the Universities and Business Schools will be acting as the Marketing Department of assigned brand, and will need to come up with a unique strategy and complete the given tasks from a Marketer's perspective. A team, consisting five members, will compete with in their assigned cluster. Atelier will focus on testing your marketing expertise through extensive real-life marketing challenges.

Nisar Butt, President and CEO of IIMP®, said:

"IIMP® is pleased to work for Atelier 2014- Redefining the Muse of Marketing!. IIMP® is once again pleased for the opportunity to work with your esteemed organization as Media Partner, through which we are able to fulfill our mandate of promoting range of globally recognized professional development products and services and events to the professionals locally in their respective countries."

Testimonies:

Wasia Akbar:

Had a fun loving time with creative thinking. The judges were all good and the team of Atelier gave their best management. We all thank the photographer. It will be nice meeting u again.

Fahad Ahmad

Really appreciate the fact that you guys prepared shields, as well as certificates for winners alongside which is quite unlikely in other competitions. We are extremely grateful for your efforts. Cheers for Atelier.

Khurram Kamran

It was an amazing experience! Free food, amazing rounds and the guest speakers were fun too.

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**



Build robust marketing strategy Address the market upheaval through cutting edge Marketing Early Warning Systems

Marketing strategy is an art and science aiming to formulate, implement and evaluate decisions for one organization to reach its marketing objectives. To formulate its strategy, a firm has firstly to posit its vision and mission to make clear to all its stakeholders (e.g. employees and customers) its business targets today and tomorrow. Then, the company will look for opportunities or threats from its environment in order to create for example, a product or a service, or to enter into a market. In that aim, a company gathers information through its marketing intelligence, uses tools such as PESTEL, Porter 5 forces to evaluate its micro and macro-environments. Yet, in the light of internal strengths and weaknesses, the common use of SWOT analysis, it will decide on the way to optimize its benefits, which constitutes its marketing strategy.

Due to the fast pace of globalization and IT development, "market threats

and opportunities are increasingly difficult to detect, [and] making the right marketing decisions is more crucial than ever. For that reason, marketing tools and methods must be dynamic to avert blind spots and ensure that competitors' moves and consumer tastes can be anticipated". Thus, by using "traditional" marketing tools, managers are informed too late, and too often decisions are made on the basis of heuristics and intuition. One solution, which can be construed as an advanced form of Marketing Intelligence, is known as Marketing Early Warning Systems (MEWS). MEWS is built with domain experts and decision makers, based on impacting potential strategic scenarios, to act rationally (as opposed to an intuitive action) and anticipate business events, according to the appearance of certain information.

MEWS integrates a marketing serious game (or marketing war game) which is a role playing where teams represent the company, competitors, and the main entities of the market, to simulate real market conditions according to each pre-defined strategic scenario.

MEWS is underpinned into the released CMMP®

handbooks by IIMP®, and can help entrepreneurs, marketers, marketing deciders, regardless of whether they are employed at private or public organizations, face upcoming challenges and cope with an increasingly harsh and uncertain economic world.

CMMP® handbooks gather the best knowledge from more than 192 countries regarding the technical as well as the practical aspects of marketing.

Sincerely,

*Dr. Christophe Bisson, Ph.D.
President,
Internationally Accepted Marketing
Standards Board
Kadir Has University, Istanbul
cbisson@khas.edu.tr*

CMMP designation holder

Testimony from Caroline Berryman



Check out our



Farshid Malek Hosseiny
Associate Director for Middle East
(Territory T045)

I am happy for membership in valuable International Institute of Marketing Professionals (IIMP®). It is mentionable that I have received an invitation letter from Mr. Nisar Butt, the respectful president and chief executive officer of IIMP®, about joining a volunteer position as Associate Director for Middle East (Territory T045). I have known about Mr. Butt and the activity of IIMP®, thus I became very happy for his invitation as a new experience with a valuable and high-level team. I hope to be able to do my role based on mission and vision and values of IIMP® by considering and understanding of policies and strategies of Institute for developing of marketing in reign according to knowledge of business, especially that I have a engineering background with master degree and DBA scholar and senior management level.

With Best Regards,
Farshid Malek Hosseiny



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.