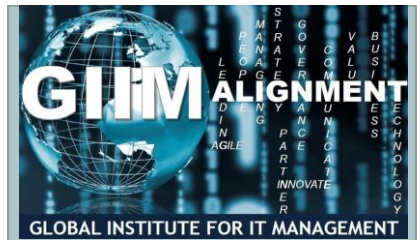




This is the last issue in the first trimester of 2014. IIMP[®] projects are growing and needs new volunteers to accomplish its goals of becoming world's marketing professional reference. Do not hesitate, apply today to be a member of a global marketing community.



The Global Institute for Information Technology Management is a leader in providing IT education to IT and non IT executives globally. As an IIMP[®] Authorized Professional Training Center, the GIIM offers the following certification programs to prepare candidates to participate in writing the final integrated exam to receive a globally-recognized CMMP (Certified Marketing Management Professional) Designation:

- Executive CMMP Preparation
- Chartered CMMP Preparation

Visit our website for further information:

www.globaliim.com



IIMP[®] Authorized Exam Invigilation Centre in two major cities in Pakistan

The IIMP[®] partners with the PIQC Institute of Quality (PIQC) as an IIMP[®] Authorized Exam Invigilation Centre (AEIC) to invigilate examinations for Certified Marketing Management Professional (CMMP[®]) designations in two major cities in Pakistan – Lahore and Karachi for Punjab and Sindh regions in Pakistan respectively. [Read more on page 2](#)

First Subject for Marketing Standards Guide presented to IIMP[®]

The IIMP[®] presents to its advisory team the first draft of the International Accepted Marketing Standards (IAMS[™]) Guide covering Promotion and Advertising. This guide aims to establish a comprehensive framework of the standards setting processes involved in developing IAMS. [Read more on page 2](#)

CMMP[®] Handbooks team recognized by IIMP[®]

The IIMP[®], represented by Conference and Awards Committee (CAC) and Education Management Committee (EMC), will present Certifications of Recognition to all Certified Marketing Management Professional (CMMP[®]) Handbooks authors and reviewers for their contribution of successful designation program. [Read more on page 3](#)

IIMP[®] at National Job Fair and Training Expo

IIMP[®] will participate at the National Job Fair and Training Expo, on April 2 and 3, in Toronto, Canada. It will be represented by the CMMP[®] Canada, with a booth space where marketing professionals and students can explore IIMP[®] and CMMP[®] designations. [Read more on page 5](#)

**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

EDITORIAL TEAM:

Dr. Chuck M. Hermans
Senior Vice-President Global Marketing

Sandra Pedro
Senior Public Relations



Dear fellows,

Our team has recently released a call for educational institutions to participate in the authorized education centres program. Consequently, we have recently concluded a collaboration with PIQC Institute of Quality in order to establish our network of exam centres in Pakistan. The PIQC has been established for over 23 years, it is a reputable and leading Institute in Pakistan providing professional education in a number of business areas. We hope to extend our arms to other esteemed education institutions globally to continue building our network to reach out marketing professionals.

The IIMP's affiliate CMMP Canada will be exhibiting at the upcoming National Job Fair and Training expo at the Metro Toronto Convention Centre on April 03-04, 2014. The National Job Fair & Training Expo is Canada largest and most influential multi-sector recruitment and training event. This is a great opportunity for IIMP® and CMMP® be closer to marketing professionals and students and given the opportunity to explore our designation program and other projects, which have been conducted by professionals and academics from around the world. Therefore, marketing professionals and students attending the fair are invited to visit our booth 126.

Working under the leadership of Prof. Djordje Teofilovic, SVP IAMS committee, our team has released an initial draft on the Internationally Accepted Marketing Standards that is based upon Generally Accepted Marketing Standards, the contents are focused on "Promotion and Advertising" topics. The proposal will be presented to all advisory team members globally for their valuable feedback and further enrichment. Indeed, the release of marketing standards will strengthen the IIMP's core base, purpose of existence and contribution to the marketing

community globally.

The IIMP's esteemed editorial board of International Journal of Marketing Principles and Practices (IJMPP), led by Dr. Dalia Kriksciuniene, continues to work toward publishing quality contents. Presently, the team is inviting quality research papers to consider for publishing in the next upcoming issue. The IJMPP has become a vital tool for the benefit of marketers worldwide; researchers and practitioners in the field, the 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.

I cordially thank all new and existing IIMP team members for their profound dedication and gracious contribution in making the organization beneficial for marketing community at large all around the globe.

All the best,

Nisar Butt, MBA, DBA Scholar

President and Chief Executive Officer, IIMP®
nbutt@theiimp.org



EXECUTIVE VACANCY VOLUNTEER POSITION

The IIMP's HR team seeks a right candidate to take on a leadership role as a zonal "Vice President Global Alliances for Middle East and Oceania".

The VP will be a team leader for the entire zone that includes 32 countries. The IIMP offers comprehensive career development opportunities.

Contact us to learn further: hr@theiimp.org

IIMP® Authorized Exam Invigilation Centre in two major cities in Pakistan

The International Institute of Marketing Professionals (IIMP®) partners with the PIQC Institute of Quality (PIQC) as an IIMP® Authorized Exam Invigilation Centre (AEIC) to invigilate examinations for Certified Marketing Management Professional (CMMP®) designations in two major cities in Pakistan – Lahore and Karachi for Punjab and Sindh regions in Pakistan respectively.

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.

Nisar Butt, President and CEO of IIMP®, stresses that "this partnership is a big step for both CMMP® program and Pakistan with the possibility to certify and designate its marketing professionals through certification. It is the recognition of the importance of this certification for marketing professionals. IIMP® is very pleased that Pakistan wants to be part of it. Indeed, IIMP® wants to be closer to marketing professionals from around the world. Pakistani marketing professionals have the possibility of doing their exam in their country and prove their skills and competences."

Farhan Majeed, Vice President Marketing and Communications for Pakistan at IIMP®, welcomes "PIQC, a leading Institute provides professional education, certifications, training in Pakistan for joining hands with IIMP® in facilitating the examinations of CMMP® designations in Pakistan."



PIQC Institute of Quality
Formerly Pakistan Institute of Quality Control

The following location(s) of PIQC will be available for monitoring CMMP® exams:

Lahore Campus:

½Km, (Defence-Kahna Road)

Off: MonnooChowk, 10 km Raiwind Road
Lahore – Pakistan

Tel: 92-42-35323600-4, 92-42-35324168

Fax: 92-42-35324169

E-mail: info@piqc.edu.p

Karachi Campus:

D-63, Block 8, Gulshan-e-Iqbal

Karachi - Pakistan

Tel: 92-21-34973784, 34822234

Fax: 92-21-34990775

E-mail: piqc@cyber.net.pk

Website: <http://piqc.edu.pk/>

First subject for Marketing Standards Guide presented to IIMP®

The International Institute of Marketing Professionals (IIMP®) presents to its advisory team the first draft of the International Accepted Marketing Standards (IAMSTM) Guide covering Promotion and Advertising. This guide aims to establish a comprehensive framework of the standards setting processes involved in developing IAMS.

The standards published in the [IAMS Guide](#) will include best practices, polices and accountability in the field of marketing and will be used to establish

integrity and ethical conduct in the marketing profession. By providing credibility to the marketing practices, interactions and transactions with clients within B2B and/or B2C marketing environments will be facilitated.

The adoption of IAMS will distinguish the marketing field from other disciplines and the

standards will provide a framework and reference for training programs and marketing designations.



Volunteers can [submit application](#) to join the Marketing Standards Committee. Top research contributors will be presented with [CMMP Scholarship for Researchers](#) for CMMP® professional designation.

Authors and Reviewers

CMMP® Handbooks team recognized by IIMP®

The Conference and Awards Committee (CAC) and Education Management Committee (EMC), both of the International Institute of Marketing Professionals (IIMP®), are working together for presenting Certifications of Recognition to all Certified Marketing Management Professional (CMMP®) Handbooks authors and reviewers for their contribution of successful designation program.

The CMMP® designation program published Manager CMMP® handbook, Executive CMMP® handbook and Chartered CMMP® handbook providing guidelines and reference material for marketing professionals. [Marketing experts](#), both academic and industry areas of expertise from across the world, have contributed with content and revision of content for the CMMP® handbook collection, which has an essential role in the CMMP® program. This program offers four key marketing designations for individuals to benefit in achieving specific qualifications through their education and work experience in the marketing field.

The topics in the CMMP® designation handbook collection cover practical and technical developments in the marketing field:

- Associate CMMP® handbook is designed to address the needs of professional development of beginners in the field of marketing.
- Manager CMMP® handbook

covers the topics that challenge managers to add value to their tasks and assignments, and provides insights for successfully tackling the challenges of directing different marketing teams.

- Executive CMMP® handbook is an advanced level international certification handbook designed to furthermore develop marketing professionals' skills to be better equipped when facing the challenges of diverse responsibilities, leadership and technological innovations.
- Chartered CMMP® handbook is meant for professionals in the senior most positions in the marketing departments of their organizations to sharpen their analytical and strategic planning skills for effective and efficient performance of their business operations/units.

Nisar Butt, President and CEO of IIMP®, notes "IIMP® recognizes the completion of the CMMP® designations handbook collection as a major achievement in education of marketing professionals. Gratitude and compliments go to esteemed authors and support team members who contributed with their much appreciated marketing knowledge and experience in the field, which will help in delivering IIMP® accreditation CMMP® globally. This recognition is our appreciation for their incredible knowledge and contribution for the success of CMMP® designation program."

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. Candidates for the CMMP® designation

program are welcome to [apply](#).

Educational institutions in diverse countries, such as Canada, India and Pakistan, are already involved in *delivering the CMMP® designations to enable students and practitioners to furthermore evolve in their marketing professions and roles*. The CMMP® designations are being delivered by the IIMP® Authorized Education Centres, that includes delivery of program by appointing the IIMP® Certified Study Centres globally. Furthermore, IIMP® is under the process of recognition of educational institutions to offer matching qualification that will satisfy CMMP® entrance requirements. Interested academic and professional marketing institutions are welcome to get [accredited](#).

Learn more about CMMP®:

www.theiimp.org/cmmp-designation/

The list of contributors can be found at

www.theiimp.org/cmmp-authors/



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/>

Why volunteering for IIMP®?

The IIMP® welcomes and recognizes the invaluable contributions from the volunteer members.

Volunteers at IIMP® are the foundational building blocks that allow us to achieve our organizational goals. The teams consist of over 500 professionals who are dedicated and committed to contribute to the advancement of global marketing community.



Fabion Oponde Jr.
MSc., MCIM
VP Global Alliance
for Africa

Dear Volunteers,

What inspired me to join IIMP is the core value that the organisation stands for in shaping the core values and ethics within the marketing profession. With changing trends in the global market place and the many complexities surround consumer decision when face with numerous choices means these individuals responsible should stick to the right standards required at all time.

Another reason is the global perspective of IIMP as it stands to instill confidence within the marketing profession lacking in many areas around the world. I share the global approach at the same time distinguishing the profession with others.

What I hope to achieve with IIMP is make sure that such standards are not respected just in developed economies but also in emerging regions like Africa by making sure that all stakeholders involve value the importance of accreditation, recognition and maintain the core values of professionalism at all time. I intend to achieve a mutual working relationship with regional stakeholders but reminding them to adhere to best practices, which I believe has been mission for a while.

I will also bring forward the importance of belonging in a professional association and how such approach could benefit not just individuals but as a whole organization.

Thank you for your time and I look forward working with you all. Let me know if you have further question.

Regards,
Fabion Oponde Jr. MSc, MCIM
VP, Global Alliances for Africa
Tel: [+31614680879](tel:+31614680879)
Skype: fabris1212

Your newsletter brings you testimonies of IIMP® team members. All of them mention how excited they are of being a member of an international marketing community. IIMP® still has positions to fulfill. You, your colleagues and friends can be part of this great community.

Open Positions:

The **Head of Strategy** will be responsible for working directly with the Canadian V-P of Marketing and a team of others to craft a go-to-market strategy for CMMP. This is an exciting role that will develop the corporate, academic and association strategies in Canada.

The **Head of Execution** will be responsible for executing the strategy plan. They will team up directly with the Canadian V-P of Marketing, the Head of Strategy and a team of others to create a communication and activation plan for the go-to-market strategy for CMMP.

This is an exciting role that will tap into your activation skills and take Canada to be the lead country globally in CMMP certifications.

Volunteers can [submit application](#) to join the IIMP® team.



CMMP® Designation Candidate Testimonial from Haya Samain

*Graduate of the Ryerson University
Bachelor of Hospitality and Tourism Management*

I am keen to develop professionally and become a marketing manager in the Middle-Eastern hospitality industry and the Manager CMMP® designation will give me the competitive edge to achieve that. I am a person that strives to develop herself and this designation is the start.

Biography

Haya Samain is a Cluster Marketing Communication Executive for three properties: Amman Marriott Hotel, Jordan Valley Marriott Dead Sea Resort & Spa and Petra Marriott Hotel. Based in Amman, Jordan, she is extremely dedicated to her job, self-motivated, and eager to learn and develop herself. Her life outside of the office is spent in the gym; she is passionate about health and wellness. She holds a bachelor's degree in Hospitality and Tourism Management from Ryerson University.

CMMP®
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

Move Forward With a Global Perspective

The Certified Marketing Management Professional (CMMP®) designation is the result of work conducted by marketing professionals, consultants and academic leaders representing 192 countries. It is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing.

Accepting applications for:
Summer 2014 session until
March 29, 2014.

www.theiimp.org/cmmp-designation



Fabian Oponde Jr.
Vice President Global
Alliances for Africa



Khandoker Zaman
Assistant Brand Manager



Joana Pimentel
Associate Regional
Director for European
Union (Area 2, T043)



Atte Erik Akizuki Suhonen
Regional Director for Asia
(Eastern Region)



Dave Double
Country Manager for Jersey



Ntongwe Enongene
Regional Associate Director
for Global Alliances for
Africa (Middle Region; T05)



Sheriff Adedeji Adekeye
Country Manager for Nigeria



CMMP® met professional and students

IIMP® at National Job Fair and Training Expo

The International Institute of Marketing Professionals (IIMP®) will participate at the [National Job Fair and Training Expo](#), that will take place on April 2 and 3, in Toronto, Canada. It will be represented by the Certified Marketing Management Professional (CMMP®) Canada, with a booth space where marketing professionals

and students can explore IIMP® and CMMP® designations.

The CMMP® of Canada is an affiliate Institute of the IIMP®, with mandate that includes implementation of Internationally Accepted Marketing Standards, marketing designations and educational programs for members within Canada. The CMMP® designation is the result of

work conducted by marketing professionals and academics representing 192 countries. It is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing.

Nisar Butt, President and CEO of IIMP®, stress that *"this is a great opportunity for marketing professionals and students to explore our designation program and other projects, which have been conducted by professionals and academics from around the world. Therefore, marketing professionals and students attending the fair are invited to visit our booth 126."*

Attendees can visit IIMP® and CMMP® both 126 at the National Job Fair and Training Expo takes place at the Metro Toronto Convention.

www.TheNationalJobFair.com



April 2 and 3, 2014 • 10 a.m. to 6 p.m.
Metro Toronto Convention Centre • North Building