



Turkey is the first country with a certified study center for Professional Development Courses (PDC)

IIMP[®] launches professional development courses for marketing practitioners

IIMP[®] launches Professional Development Courses (PDC)

The IIMP[®] launches Professional Development Courses (PDC) for marketing professionals, which will be offered by Certified Study Centres around the globe. [Read more page 3](#)

IIMP[®] awards CMMP[®] scholarships to the winners of the ICC, India

IIMP[®] granted CMMP[®] Scholarship Research to the three winners of the ICC in Management 3.0, hosted by the Institute of Computers and Business Management (ICBM-SBE), in Hyderabad, India. Prof. R. Harish is the winner of the professional category and Ravikanti Divya and Tejo Shravya are the winners of the student category.

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Building Brand Identity

The end goal of marketing communications is to build long term health by building a brand identity for a company, product or service. By Caroline Berryman [Read more page 8](#)

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IIMP[®] awards CMMP[®] Scholarship Research to the three winners of the ICC in the categories of professional and student, hosted by ICBM, in India. IIMP[®] launches new courses for marketing professionals. Caroline Berryman shares an article about brand identity.



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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.

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**Nisar Butt, MBA,
DBA Scholar
President and
CEO IIMP®
nbutt@theiimp.org**

Recognizing Marketing Professionals Globally

Dear Fellows,

Since the foundation of IIMP®, our team has been profoundly committed to recognizing the marketing community members for their outstanding achievements in all of their geographical regions. In the same pursuit, we have recruited professionals into the CMMP® program and recognize them by awarding accreditation and CMMP designations in order to enhance and enrich their skills.

I would like to take this opportunity to extend my warm welcome to all new CMMP candidates who have joined to attend the Spring 2015 sessions. I am certain that prior to their registration, these individuals have

conducted thorough research and found the CMMP® designation to be rewarding and very well recognized globally.

Simultaneously, I extend my congratulations to those who have recently successfully completed the Certified Marketing Management Professional program and have been honoured with the distinct CMMP® designations. I am hopeful that the CMMP® accreditation will open further doors to these marketing practitioners and I wish them the best in their careers.

Recently, IIMP partnered with the ICBM International Case Conference 2014 in India and presented the research paper winners with the "CMMP Researchers Scholarship" in order to recognize their accomplishments and finance their entrance into the CMMP program. The three scholarship winners included esteemed Prof. R. Harish, and within the student category Ms. Ravikanti Divya and Ms. K.V. Tejo Shrivaya.

By enhancing and recognizing the success of business professionals, the IIMP has recently

launched a number of professional development hands-on courses and workshops which are designed to equip working professionals with the required knowledge and practical skills they need in order to be effective in performing their marketing and leadership roles at various levels. Upon completion, these certification courses can be applied towards attaining credits towards the Certified Marketing Management Professional designation.

I congratulate Mr. Burç Uygurmen, President of Praktika Educational Services for taking the initiative in becoming the first "IIMP Certified Study Centre" in Turkey for offering the professional development training. We look forward to developing new partnerships from around the world for more marketing professionals so they will have the opportunity to improve their skills and competencies through professional development.

All the best,
Nisar Butt, MBA, DBA Scholar

Reconnaître Globalement les Professionnels du Marketing

Chers Collègues,

Depuis la fondation de l'IIMP, notre équipe s'est profondément engagée afin de reconnaître les membres de la communauté du marketing dont les activités sont remarquables et ce indépendamment de leurs régions géographiques. De la même manière, nous avons recruté des professionnels dans le programme CMMP et les reconnaissons par l'octroi de l'accréditation et la désignation CMMP afin d'améliorer et de cadrer leurs pratiques.

Je voudrais saisir cette occasion pour adresser un accueil chaleureux à tous les nouveaux candidats du CMMP qui ont assisté aux sessions du printemps 2015. Je suis certain que, avant leur enregistrement, ces personnes avaient effectué des recherches minutieuses et avaient trouvé la désignation CMMP gratifiante et très bien reconnue globalement.

Simultanément, j'étends mes félicitations à ceux qui ont récemment terminé avec succès le programme Certified Marketing

Management Professional et sont distingués maintenant du certificat CMMP. J'ai bon espoir que l'accréditation du CMMP leur ouvrira d'autres portes d'avancement pour ces praticiens du marketing et je leur souhaite tout le meilleur pour leurs carrières.

Récemment, IIMP a fait un partenariat avec l'ICBM Case International Conference 2014 en Inde et a présenté le rapport de recherche des gagnants de la "Bourse CMMP pour les chercheurs" afin de reconnaître leurs réalisations et de financer leur entrée au programme CMMP. Les trois gagnants de la bourse incluent Prof. R. Harish, et dans la catégorie des étudiants Mme Ravikanti Divya et Mme KV Tejo Shrivaya.

Dans le cadre de la formation et de la reconnaissance du succès des professionnels, l'IIMP a récemment lancé un certain nombre de cours pratiques de développement professionnel et des ateliers, ceux-ci sont conçus pour armer les professionnels des connaissances et compétences requises afin d'être efficaces dans l'exercice de leurs rôles de marketing et de

leadership à différents niveaux. À la fin, ces cours de certification peuvent permettre d'obtenir des crédits de la désignation marketing Certified Management Professional.

Je félicite M. Burç Uygurmen, président de Praktika Educational Services d'avoir pris l'initiative et devenir le premier "IIMP Certified Study Centre" en Turquie à offrir la formation de développement professionnel. Nous attendons avec impatience de nouveaux partenariats à travers le monde pour que plus de professionnels du marketing aient l'opportunité d'améliorer leurs compétences grâce au développement professionnel.

Cordialement,
Nisar Butt, MBA, DBA Scholar
Président et chef de la direction
Institut International des Professionnels de Marketing
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Turkey is the first country with a certified study centre IIMP® launches Professional Development Courses



IIMP® launches Professional Development Courses for marketing professionals to strengthen their skills and obtain credits for the CMMP® designation program.

The International Institute of Marketing Professionals (IIMP®) launches Professional Development Courses (PDC) for marketing professionals, which will be offered by Certified Study Centres around the globe. [Burç Uygurmen - Praktika Educational Services](#), in Turkey, is the first study centre offering the opportunity for marketing professionals to strengthen their skills and obtain credits for the CMMP® designation program. The [IIMP Professional Development courses](#) include training and workshops that are designed to equip working professionals with the required knowledge and practical skills they need in order to be effective in performing their marketing and leadership roles at various levels. They are divided into four categories: Associate, Manager, Executive and Chartered CMMP® Courses all of which grant credits towards the Certified Marketing Management Professional (CMMP®) designation. Those professionals that have completed these courses and comply with the requirements for the CMMP® program can apply for the final exam and become a CMMP® member in order to be awarded the CMMP® designation.

Nisar Butt, President and Chief Executive Officer of IIMP®, said: "the professional development courses are a great opportunity for marketing professionals from

around the globe to strengthen their knowledge and skills in the field. After completing these courses professionals can be admitted to the CMMP® designation as long as they comply with full requirements and are successful on the final exam. The goal of IIMP® is to reinforce marketing professionals and this is an important step forward. We are very pleased with Turkey being the first country with a certified study centre for these courses. We are looking forward to developing new partnerships for more marketing professionals so they will have the opportunity to improve their skills and competencies."

Burç Uygurmen, Owner of Praktika Educational Services, said: "We believe that Customer Experience is the new Marketing. We are proud of being a part of IIMP in Turkey offering an internationally accepted curriculum with carefully selected professional courses. These courses will also help individuals strengthen their Relational

Leadership skills to make a difference in the field". 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.

Learn more about CMMP®:

www.theiimp.org



Burç Uygurmen, founder of Praktika Educational Services, believes that experience is the new marketing customer



La Turquie est le premier pays avec un centre d'étude certifié IIMP® lance des Cours de Développement Professionnel



L'Institut International des Professionnels du Marketing (IIMP®) lance des Cours de Développement Professionnel (PDC) pour les professionnels du marketing, qui seront offerts par les centres d'études certifiés dans le monde entier. [Burç Uygurmen - Praktika Educational Services](#), en Turquie, est le premier centre offrant l'opportunité aux professionnels du marketing de renforcer leurs compétences et d'obtenir des crédits pour le programme de désignation CMMP®.

Les [cours de Développement Professionnel IIMP](#) incluent formation et ateliers qui sont conçus pour équiper les professionnels qui travaillent avec les connaissances requises et les compétences pratiques dont ils ont besoin pour être efficaces dans l'exercice de leurs rôles en marketing et en leadership à différents niveaux. Ils sont divisés en quatre catégories: CMMP Cours pour Associé, Manager, Exécutif et Expert et tous octroient des crédits pour la désignation Certified Marketing Management Professional (CMMP®). Les professionnels qui ont complété ces cours et qui sont conformes aux exigences du programme CMMP® peuvent postuler pour l'examen final et devenir membre du CMMP® pour obtenir la désignation CMMP®.

M. Nisar Butt, Président et Chef de la Direction de l'IIMP®, a déclaré: «les cours de développement professionnel sont une excellente opportunité pour les professionnels

du marketing du monde entier de renforcer leurs connaissances et leurs compétences dans le domaine. D'autre part, après avoir terminé ces cours ils peuvent être admis à la désignation CMMP® tant qu'ils respectent toutes les exigences et réussissent l'examen final. L'objectif de l' IIMP® est de renforcer la profession du marketing et c'est un important pas en avant. Nous sommes très heureux que la Turquie soit le premier pays avec un centre d'étude certifié pour ces cours. Nous attendons avec impatience de nouveaux partenariats pour que plus de professionnels du marketing aient l'opportunité d'améliorer leurs expertises et compétences grâce au développement professionnel. »

M. Burç Uygurmen, propriétaire de Praktika Educational Services, a déclaré: « Nous croyons que l'expérience client est le nouveau marketing. Nous sommes fiers de faire partie de l'IIMP en Turquie offrant un curriculum internationalement reconnu et des cours professionnels

soigneusement sélectionnés. Ces cours vont également aider les individus à renforcer leurs compétences en leadership relationnel afin de faire différence dans le domaine »

La désignation CMMP® est une validation des compétences, expertises et les aptitudes requises pour exercer efficacement le leadership dans le monde des affaires. Pour plus d'informations sur un professionnel dans le domaine du marketing.

Les professionnels intéressés pour le programme de désignation CMMP® sont invités à [postuler](#).

pour plus d'informations sur CMMP®:

www.iimp.org/cmmp-designation/



Burç Uygurmen, propriétaire de Praktika Educational Services, croit que l'expérience du client est le nouveau marketing



IIMP® awards CMMP® scholarships to the winners of the International Case Conference

The International Institute of Marketing Professionals (IIMP®) granted CMMP® Scholarship Research to the three winners of the International Case Conference in Management 3.0, hosted by the Institute of Computers and Business Management (ICBM-SBE), last December, in Hyderabad, India. Prof. R. Harish is the winner of the professional category and Ravikanti Divya and Tejo Shrivya are the winners of the student category.

The competition was highly competitive, with candidates from diverse universities, being exposed to evolving businesses management

in the 21st century. The case studies that stand out will be published by a leading publisher and in the forthcoming issue of The International Journal of Management Research.

Nisar Butt, President and CEO of IIMP®, stresses that: *"The ICC was a very competitive initiative. IIMP® is very pleased for the enthusiasm from business practitioners and academics for discussing the challenges that this century is facing when it comes to business management. We are very pleased 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 to meet customer needs better or faster."

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 programs.

And the winners are....



Prof. R Harish is an alumnus of the Indian Institute of Management Calcutta (IIMC) and currently working at IBS-

Bangalore as a Dean. He is a seasoned professional with over 31 years' experience, of which 10 years is in the academic world. He has professional experience in marketing and management consultancy and has worked with Maruti Suzuki and the Tata Group. He has published numerous articles, research papers, edited books and case studies. He teaches courses in Marketing and Business Strategy. His principle areas of interest are Brand Management and Consumer Behavior.

Professional Category:

Winner: Prof. R Harish

Case Title: The Absolute Bottle - An Absolute Brand Identity



Ravikanti Divya is currently pursuing her MBA at GITAM Institute of Management, Visakhapatnam. Her interest is in the area of finance with specific interest in priority sector lending and insurance inclusivity. She is also pursuing a PG Diploma in Risk and Insurance Management. She has been actively involved in several co-curricular and extracurricular activities in college and various other forums including Confederation of Indian Industry—Young Indians Division, and GIM-ENACTUS. She completed Bachelors in Commerce from Andhra University, Visakhapatnam. She participated as a student during the launch of a 'Resource Book for Livelihood Promotion' co-authored by Vijay Mahajan among others. She is currently working on a research proposal to study weather-based crop insurance vis-à-vis yield based methods of insurance for farmers. She is an active participant in current debates of social relevance and takes interest in supporting social causes. She is also active in sports and enjoys field work and travel.

Student Category:

Winners: Divya Ravikanti and K.V. Tejo Shrivya

Case Title: Connecting the Shandy to the Rythu Bazaar



Tejo Shrivya is currently pursuing her MBA at GITAM Institute of Management, Visakhapatnam. She is also pursuing an online course in Digital Marketing from MICA, Ahmedabad. After earning Bachelors in Electronics and Communications from JNTU, Kakinada in 2011, she also did a PG Diploma in French from Andhra University, and a PG Diploma in Health, Safety and Environment from Annamalai University. She was a finalist in the Digital Marketing Case Competition organized by NetElixir in 2014, and won the second prize in 'Brand War', an advertising competition held by IIAM, Visakhapatnam. She also won 'Best Library User' award from GITAM University. She takes part in public speaking competitions and enjoys debates. She actively takes part in co-curricular activities and tags along with research scholars. She has contributed to various research projects through her field work.



Nada Tahir Zaidi, CMMP® holder Designation

Communications Officer
Electronic & Electrical Industries Corp.
Dammam, Saudi Arabia

"Having completed my Master's degree in Globalization, Governance and Development, my entry into the Marketing field was purely by chance. I have always been a very keen writer and have developed my communication skills over the years so when the opportunity to join Rawabi Electric as a Marketing Officer came by, it was too good an offer to miss. However, as should be the case, considering I lacked an academic background in Marketing, I wanted to develop my skill set and acquire a professional certification to give myself the strong foundation that I needed in the discipline. This is where the CMMP® Program came in. I found out about the certification online and after quick research found it to be the most suitable choice keeping my career path and position in mind. The program covers a broad range of topics and is therefore is a great start for Marketing Professionals with basic or little prior subject knowledge and as the material has been compiled from a diverse range of marketing gurus, it is thorough and global in comprehension. I received the Associate CMMP® Certification in February 2015 and I can't wait to see what doors this will open for me in the future!"

Profile:

- Currently working as a communications officer at the Electronic & Electrical Industries Corp. (EEIC).
- Previous Position: Marketing Officer at Rawabi Electric.
- M.A in Globalization, Governance and Development from the University of Warwick, United Kingdom
- Bachelor of Science (BSc) in Economics & Political Science from the Lahore University of Management Sciences, Pakistan



Omid Yaghmaei, PhD Candidate

Country Manager of Iran, IIMP®

I was born in Iran (1985). I received my Bachelor B.B.A (Marketing and sales) in 2010 and finished my MBA in Strategic Management in 2013 from the University Technology Malaysia. I have loved marketing and sales since childhood when I bought and sold foreign exchange (Especially US Dollar) in my hometown in 1990s.

I started my professional career in 2006 in the marketing area in FAFA Food Company*. My first responsibility was analyzing sales and competitors in Mashhad Market (my home town). In 2008, I added new sectors to FAFA Company*: including the Marketing Research Sector. From 2008 to 2010 our sales sharply increased to 2.5 times in our main market. In July 2011 I left FAFA Food Company, to start my MBA in UTM-IBS (one of the top business schools in Malaysia). In 2013 I achieved my goal and graduated from the university. In 2013 I left Malaysia and started my new career in Iran. I was the THS marketing Advisor for 4 months, Business Consultant of Paaniz Advertisement agency and PepsiCo Marketing Consultant (short term). I started teaching at the university level in Applied Science in Iran. I focused on CRM (Customer Relation Management) as an academic field. Currently, I have resigned from my job in order to focus on the PHD exam.

I joined IIMP because this Institute is the best place for networking and finding Marketing professionals from all around the world. It has designed the CMMP® to meet the needs of emerging markets. The IIMP can select certified marketing managers with enough experience and useful information and knowledge about this area. This certification helps to develop a new generation in business with a high level of experience and updated knowledge who can meet the needs of new markets and successful companies.

I believe that if the IIMP Team focuses on development of this professional designation, it could be the most valuable certification in marketing around the world.

* FAFA Food Industry (Company): is a famous Food Company in Iran that Produce: Fruit roll, Dehydrated Vegetables, Two Layer and Swiss roll cakes and Biscuits.



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Building Brand Identity



Caroline Berryman, CMMP

Supervisor, Marketing & Communications
Office of the Commissioner, Transportation Services
The Regional Municipality of York

The end goal of marketing communications is to build long term health by building a brand identity for a company, product or service. A brand identity is a set of brand associations we want to build in our target market's minds. How do we create a brand identity? We implement brand identity through marketing communications, the customer experience, and the price of the product, its packaging and the brand's promise.

Brand equity develops in the marketplace and there are three components: brand awareness, brand associations (brand image) and brand behaviour

It is important to build your identity from the inside out but communicate from the outside in with your customer. This is because customers want to build relationships with a company, service or product. There are several steps to follow in customer brand involvement:

- Brand unawareness: find out what they don't know about your product or service;
- Brand awareness: assess what they do know;
- Brand knowledge: assess how much they know

and is it accurate?;

- Brand liking; do they like your product or service;
- Brand preference; do they prefer your product or service over competitors?;
- Brand conviction; do they believe in it?;
- Brand usage and evaluation; how often do they use it and how likely are they to switch?;

- Customer retention: do you have customers for the long run.

The next step is to start building brand associations

- brand knowledge, preference, brand liking, and conviction.

This leads to a customer trying your brand, then retention.

Building brand awareness is not enough; you have to retain your customers. It's important to build a relationship with the customer so you can retain them and not have them switch brands.

How do we achieve all this? With an Integrated Marketing Communications Plan.

This will help us decide strategically at what point, what tools should be used and how often (e.g. ads vs. trade shows), to help build a brand's identity.



Article Submission Marketing

Do you have **SMALL ARTICLES** on *campaigns, strategies, trends* and *other subjects* that you would like to share with marketing community? **This is YOUR SPACE to do it!**

Send them to newsletter@theimp.org and we take care of the rest.

AGENDA

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
Belgrade, Servia

13th Annual International Conference on Communication and Mass Media
11-14 May 2015
Athens, Greece



Viens faire part de notre équipe!

IIMP® cherche Relation Publique Régionale pour histoires locales, case studies et marketing professionnelles dans tout le monde. Viens faire part de cette équipe phénoménal pour tout le monde savoir plus sur le marketing en ton pays.



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.