



**IIMP® and CAMT signed agreement for  
Certified Study Centre in Dubai**

**Photo:** Nisar Butt (right), President at IIMP and Maher Traboulsi (left), Managing Director at CAMT; standing in front of Brampton City Hall

## ASSOCIATE CMMP® PREPARATION PROGRAM IN DUBAI WITH CAMT

### CAMT becomes IIMP® Certified Study Centre in Dubai

The CAMT becomes an affiliate with the IIMP® to support the CMMP® Designation program from Dubai, United Arab Emirates. [Read more page 2](#)

### Singaporean Students win CMMP® Scholarship

Students of the Business School of the National University of Singapore were awarded with the scholarship to enter the CMMP® program, together with the prize for the BBICC 2014. [Read more page 5](#)

### Why Volunteering for IIMP®

Volunteers at IIMP® are the foundational building blocks that allow us to achieve our organizational goals. IIMP® looks for Regional Public Relations. [Read more page 6](#)

*IIMP® partners a major Business Competition, in Belgrade, Serbia, East Europe. It is an opportunity for students from over the world in this competition use their knowledge in case studies presented by world-class companies. CMMP® is there to award the winners with a scholarship.*



- ➔ 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.cmmp.ca](http://www.cmmp.ca) • (647) 799-0088

**INTERNATIONAL JOURNAL OF  
MARKETING  
PRINCIPLES AND PRACTICES**

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

### EDITORIAL TEAM:

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



Dear fellows,

Appointment of Canadian Academy of Management and Technology (CAMT) as an IIMP® Certified Study Centre is a major milestone that we have recently achieved. Simultaneously, it is a great opportunity for the students of marketing from Middle East and those professionals belonging to disciplines outside of marketing have access to worldwide recognition for their career advancement and opportunity to contribute to their organization's success. They will be able to meet the challenges of

the highly dynamic markets and will get the competitive advantage over their peers and colleagues.

The CAMT is based in Toronto, Canada, and through their branch in Dubai will offers tuition training to those students who will enroll in the Associate Certified Marketing Management (CMMP) program at the IIMP® from Dubai, United Arab Emirates. CAMT has determined specific targets to raise the quality of education by providing the trainees with the latest knowledge and expertise and the best reliable programs. To maintain the quality of education, CAMT selects qualified instructors, being academics or experts in each particular field, based on high standards.

Even though, the IIMP is known for its global presence in the areas of marketing, in order to move to next heights in reaching out to professionals in each local country it has become vital for the organization to reach out to local media in order to enlarge our community and keep them abreast with our progress and get them

involved to work towards advancing marketing practice globally. Consequently, we are keen on developing a network of our local public relation team members who will be able to represent their countries and become a catalyst in connecting the IIMP to broader stream of professionals.

I highly commend the achievements of our team and welcome new members aboard and expect them to play a proactive role in implementing the IIMP mandate.

All the best,

Nisar Butt, MBA, DBA Scholar

President and Chief Executive Officer

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](mailto:hr@theiimp.org)

## Associate CMMP® Preparation Program

### CAMT becomes IIMP® Certified Study Centre in Dubai



handbook. It is a great opportunity for professionals working in the U.A.E. to stand out from the crowd in such a competitive market, advance their careers, and raise the bar in the marketing sector."

Nadeem Naqvi, Vice President Middle East and Oceania for Global Alliances at IIMP®, says that "Dubai stands as the hub of great institutions offering quality education in the Middle East region. This initiative with CAMT, Dubai, adds a new dimension to the CMMP program being offered across the globe. Now the Middle East talent can also benefit from this professional knowledge and I'm confident it will help the students from the marketing discipline & professionals enhance their skill set to potential opportunities in this region."

Further information about IAMS at <http://www.theiimp.org/internationally-accepted-marketing-standards/>

Further information about CAMT at <http://www.camtacademy.com>

The Canadian Academy of Management and Technology (CAMT) becomes an affiliate with the International Institute of Marketing Professionals (IIMP®) to support the CMMP® (Certified Marketing Management Professional) Designation program. The signed agreement awards CAMT as IIMP® Certified Study Centre for providing tuition training to those students who will enroll at the IIMP® from Dubai, United Arab Emirates.

The [IIMP® accreditation](#) is a globally-recognized designation, signifying a respected measure of professional and academic excellence in the practice of marketing practitioners around the world and are developed by marketing professionals from 192 countries. This program recognizes the perseverance, dedication and competence of successful marketing professionals all around the world, which gives opportunity for professionals in the United Arab Emirates to be recognized as exceptional marketers able to compete in the competitive global market.

Nisar Butt, President and CEO of IIMP®, stresses that *"this is a great opportunity for the students of marketing from Middle East and those professionals belonging to disciplines outside of marketing have access to worldwide recognition for their*

*career advancement and opportunity to contribute to their organization's success. They will be able to meet the challenges of the highly dynamic markets and will get the competitive advantage over their peers and colleagues."*

The preparation program is compound into seven subjects of a total of 140 hours sessions for the final integrated exam, which will take place at a local "IIMP® Authorized Exam Invigilation Centre". The candidates ought to fulfill requirements, such as demonstrating relevant work experience and applied professional skills. The candidates to be awarded with Associate CMMP® Designation will have to pass with at least 60% aggregated average of assignments and final exam.

The [CAMT](#) incorporated in Toronto, Canada, opened its first branch in Dubai at the beginning of 2014. It offers short non-accredited courses in various fields including property management and real estate, project and construction management, sustainability, and other management programs.

*Maheer Traboulsi, Managing Director of CAMT, says that the CAMT is "thrilled to bring the Associate Certified Marketing Management Professional (CMMP®) designation to Dubai, United Arab Emirates where marketing professionals will get the chance to be accredited by the International Institute of Marketing Professionals (IIMP®). At the Canadian Academy of Management and Technology (CAMT), trainees will receive quality education that conforms to IIMP's standards and*







**Nadeem Naqvi**

**Zonal Vice President – Middle East & Oceania  
Global Alliances Committee – IIMP®**

Ever since my professional career embarked, marketing has been my field by choice. Needless to mention... marketing drives the world in any sphere from B2B or B2C. The challenge remains how to explore the hidden talent and polish budding ones.

The International Institute of Marketing Professional – IIMP®, has perhaps opened doors to the dynamic marketing scene across the globe and challenges the routine practices that

might be redundant to the marketing profession. In the present time, there is sheer need to have a professional body driving, standardizing and recognizing Professionals to develop Internationally Accepted Marketing Standards (IAMS) that are comprehensive, practical, and

enforceable.

During my long tenure of serving different brands at various positions, mid to upper management, the key learning remains on how best are we at practicing and implementing the right tools in our field and how do we cascade this down to the fresh talent.

As true as we want to be creative and most of the time we are as well, but only limit ourselves to

***“In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create.”*** David Ogilvy

great selling abilities. By becoming part of the IIMP network we get the opportunity to be exposed

to an array of best practices and certification programs that embark us to the new horizons of knowledge...& knowledge helps us learn the true essence of a professional, following ethical codes of conduct, establish integrity separating us from those who breach them and are not amongst us.



The International Institute of Marketing Professionals (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/>

**A**dvertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.

**—David Ogilvy,  
Founder Ogilvy and Mather**



## 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](http://www.theiimp.org/cmmp_designation)**



## Singaporean Students win CMMP® Scholarship



and build its brand authenticity. Winning the CMMP scholarship is a privilege. The scholarship grants us access to a network of marketing experts, who are leaders in developing the latest insights and ideas on marketing", states the winning team.

This year, Belgrade hosted 12 teams of undergraduate students from around the world that competed solving case studies from local and international companies.

The partnership of the IIMP® with BBICC comprises its strategy of close collaboration between academic and professional scopes.

Nisar Butt, President and CEO of IIMP®, defends that "professionals better prepared can easier overcome many of the obstacles that they will face when arriving to the market."

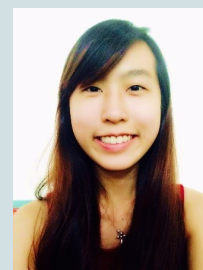
Hui Han Goh, Sean Ling, Zhen Han Ong and Fahmi Hamzah, students of the second and penultimate years in the Business School of the National University of Singapore, were awarded with the scholarship to enter the Certificated Marketing Management Professional (CMMP®) program. The scholarship is part of the prize for the winning team of the [Belgrade Business International Case Competition 2014](#) (BBICC 2014), the global undergraduate business case competition that will be held, last month, in

Belgrade, by the University of Belgrade, in Serbia, East Europe.

"Winning the recent Belgrade Business International Case Competition (BBICC) is an honour. BBICC exposed us to the nuances of working in an Eastern European emerging market. We were forced to step out of our comfort zones, and think and design solutions that were catered for the market and its consumers. At the same time, we had to ensure that our recommendations would alleviate the branding of the case company

### Profile

**Hui Han**  
**National University of Singapore**



My name is Hui Han and I am from the National University of Singapore. I am currently in my second year of study in Business Administration. Other than taking regular classes, I am also an associate consultant under Conjoint Consulting, which is a pro-bono consulting start-up that specializes in knowledge-based volunteerism. My hobbies include playing the piano, discovering good food and reading recreationally.

The Belgrade Business International Case Competition (BBICC) 2014 is the first international case competition I have been to, which makes it a really meaningful and special experience for me. I have learnt a lot from the students in other universities as well as my team mates. Going forward, I am excited to take on new challenges and to further improve myself. It has been a remarkable journey and I am extremely humbled and grateful for all the help and kindness shown to our team



### CMMP® recognition by industry

**Prof. Robert E. Dratwa [FAC]**  
**Certified Advanced Facilitator**  
**University of Phoenix, School of Business**  
**Atlanta & Columbus, GA Campuses, USA**

The Certified Marketing Management Professional (CMMP®) program affords all levels of marketing management professionals the ultimate "pedigree" certification of demonstrated competence and subject matter mastery for our chosen professional field of endeavor! Unlike other organizations hosting a certification credential, CMMP® was written and crafted by a highly diversified team of GLOBAL senior marketing professionals, thus truly reflecting a multinational seminal knowledge base of theory, application and best practices to draw upon for framing a superior assessment evaluation framework.

In my professional opinion, CMMP® and IIMP® are rapidly becoming the *de facto* standards of defining the state of global excellence among those in the marketing management profession.

## Why volunteering for IIMP®?

*The Institute of Marketing Professionals (IIMP®) welcomes and recognizes the invaluable contributions from our volunteer members. Volunteers at IIMP® are the foundational building blocks that allow us to achieve our organizational goals. At IIMP®, volunteers are able to advance in personal development, build upon leadership skills and gain networking opportunities through community and Chapter involvement.*

### Networking Opportunities:

IIMP® is committed to establishing a cohesive community of marketing practitioners on an international basis. By volunteering at IIMP™, individuals will be able to connect to a global network that supports confidence and trust between marketing professionals around the world. Potential volunteers can get involved through our Chapter development programs and community activities.

Leadership Skills Development

### Leadership Skills Development:

IIMP® sets precedence to the development of leadership skills for all of its volunteer positions. Our participants are involved in programs and activities that empower them to make decisions based on their professional judgement and experience. Whether individuals are coming from a novice or expert leadership skill set background, IIMP® is dedicated to helping individuals develop and enhance their current leadership skills. The International Institute of Marketing Professionals will help individuals achieve their goals and aspirations towards becoming a community

leader and take charge of their professional career.

### Personal Development:

Improving on strengths and talents are some of the key objectives that IIMP™ is dedicated to achieving through its volunteering programs. IIMP® acknowledges the critical need for personal development and its importance to IIMP® volunteers. By volunteering at IIMP®, individuals will be exposed to an array of opportunities to build upon and fulfill their ambitions towards self-improvement.

Experience

### Experience:

IIMP® recognizes that work and volunteer experiences are the stepping stones to jobs and career advancement. Individuals who volunteer at IIMP® will achieve invaluable practical experiences that will open doors for expansion at a professional level. Once part of the IIMP™ volunteering team, our mentors, supervisors and executive committee will provide individuals with the reference and support that they deserve to progress in their professional career.



**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.