



## IIMP® Recognizes Marketing Programs from McMaster University CCE for entry to CMMP® designation

### MARKETING WORLD REVIEW

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The International Institute of Marketing Professionals (IIMP®) recognizes digital marketing certificate and marketing diploma programs for entry to Certified Marketing Management Professional (CMMP) designation and continues to endorse the McMaster University Centre for Continuing Education (CCE), in Hamilton, Ontario, Canada, as an IIMP® Rec-

ognized Educational Institution (REI). Initially in December 2014, the International Institute of Marketing Professionals appointed the Centre for Continuing Education of the McMaster University, in Hamilton, Ontario, as IIMP® Recognized Educational Institution (REI) in order to connect their graduates to enter the CMMP® designation program. *Continued on page 5*

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## Why private sector should have a better understanding of Development

### Editorial by Sandra Pedro, CMMP—Editor-in-Chief



Today, we exposed to extreme climate changes, social and religious clashes, natural resources shrinking year after year, economic recession, global aging of the population and so on. So what does all of this have to do with the private sector? *Everything*. Before you disagree, let's reflect together on this subject, as world citizens and marketers.

We have all heard about Sustainable Development. At least, the majority of us have. But what about Development? Do you recognize the concept of Development? According to the World Bank, [Development](#) is more than dividing countries into rich and poor, north and south. It's about *Human Development*. Actually, "Human Development is the end. Economic growth is a means." It incorporates all aspects of human well-being, from health to education, economic status and political freedom.

What does the private sector have to do with this? *Everything*. The private sector includes human beings, in management and non-management, for both public and third sectors. Essentially, our society and the economy are made by people for people.

By having a clear understanding of what Development and [Sustainable Development](#) are all about, companies and their leaders can have a real impact towards a more sustainable future for generations.



Fortunately, more and more are doing this. It only takes one to look around and find a profitable way to make a difference. After all, the private sector is all about profit.

Take Unilever, for example. Its founder invented soap for people to wash themselves (at least their hands) and prevent diseases from spreading. This happened back in the Industrial Revolution. With this simple gesture of caring Unilever not only improved people's health, but it started a global company that today has multiple brands. Today there are awareness campaigns about the impact of washing hands in health programs around the world.

More recently, Starbucks and Ben's & Jerry's both market products from [Fair Trade](#). [Nutri Ventures](#) is an entertainment brand for children promoting healthy eating all over the world. Young entrepreneurs look, more and more, to make a real difference, as did five friends who founded [Tentree](#), an apparel brand from Canada, with great social and environmental impacts in communities in Africa, with nine million trees already planted and much more to go.

Stories like these prove that real and effective Corporate Social Responsibility has a

huge impact within communities by enhancing people's lives and their well-being and it is actions like these that have driven me to create the first Communication for Development course in my home country. I believe in gathering public, private and third sectors for a better and sustainable future.

Companies have a large list to work with of [Sustainable Development Goals \(SDG's\)](#), declared by the United Nations for the Development Agenda by 2030. Empowering civil society and private sector is essential for a better world for future generations. Besides, working in areas directly related to SD, [companies profit in terms of reputation and revenue](#), as consumers are, more and more, aware of good practices in sustainability and they [demand them from their brands](#).

Companies need to have a better understanding of Development; how they can work better with local, regional or foreigner communities; which projects should they work with; how to monitor and evaluate their projects in the field; and how to turn sustainability into their core business or, at least, to be part of their corporate culture.

*Continued on page 7*



## McMaster Launches New Digital Marketing Certificate

The McMaster Centre for Continuing Education (CCE) is pleased to announce the January 2017 launch of a new program: Digital Marketing. The five-course online academic certificate can be completed in one year, allowing marketers and communicators to specialize in digital strategy.

*"We see an industry demand for more digital specialization in marketing and communications,"* says McMaster CCE Director Lorraine Carter.

*"McMaster created this program to respond to an identified need in the field and interest from students. We teach not only hands-on skills but also the strategic thinking, planning and measurement expertise that's so essential to success."*

As one of the few university-level digital marketing certificates in Canada, this program will give professionals the opportunity to learn industry-current best practices in all stages of a digital campaign: planning, implementation and measurement. Targeted at professionals who have a background in marketing, communications, or web design, McMaster's new

program will be integrating marketing theory with the latest technological tools to blend business strategy with digital skills. For those who want to focus on the foundations of marketing, such as branding and consumer behavior, McMaster CCE offers a Marketing diploma program, available online and in-person.

*"I completed my MBA at McMaster and I'm really excited to be returning as instructor for this program,"* says Linda Burlison, Senior Director of Digital Strategy at a media agency. *"What I've noticed in my career is that there's a lot of confusion around which digital tactics to use in a marketing campaign. This is where really understanding your digital strategy before moving forward with tactics is important, and that's what this [program] is all about."*

Online courses start on January 16, 2017. Courses include: Fundamentals of Digital Marketing; SEO, SEM and Digital Advertising; Content Management: Creating and Utilizing Dynamic Digital Content; and Data Management: Metrics and Measurement. Please note that both Digital Marketing and Marketing courses from McMaster CCE



are recognized by the IIMP® and can be applied toward professional certification.

Enrol in a Digital Marketing course before October 31 to enter to win an Apple iPad Mini 2!

Learn more at: [mcmasterdigitalmarketing.ca](http://mcmasterdigitalmarketing.ca).

**About McMaster CCE:** One of Canada's largest and leading providers of academic certificate and diploma programs, professional development education, and corporate training, McMaster CCE's purpose is to develop and realize the potential of both individuals and society by providing the education to thrive in a dynamic world.

## IIMP® Recognizes McMaster University

*Continues from page 1*

The IIMP® has reviewed the digital marketing certificate and marketing diploma programs being offered by the CCEMU and will consider that the program alumni have met all academic requirements, including business and marketing courses to enter the Manager Certified Marketing Management Professional (CMMP®) program. However, in order to be accepted, the entrant candidates must demonstrate work experience in marketing.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *"As an IIMP® REI, the CCEMU will be able to provide and enhance superior satisfaction and value for their students in business and marketing programs. This is a big step for both institution and students to be part of an international community of marketing professionals of recognized work experience and enhanced skills in a fast paced marketing world."*

McMaster University Centre for Continuing Education (CEE) was founded in 1931 to offer distance as well as in-class education programs. It is one of the largest and leading providers of academic certificate and diploma programs, professional development education and corporate training.

View list of IIMP Recognized Educational Institutions:

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

# MARKETING WORLD

## REVIEW

### Call for Papers for Second 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 second 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 second 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. The deadline for initial **submission to the second issue is November 15, 2016**. The review process will feature a maximum of two rounds and final decisions will be made before November 30, 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](mailto:magazine@theiimp.org).

Asli Kuscu  
Editor-in-Chief  
MarketingWorld Review

## In today's world of Marketing, less really is more

Caroline Berryman, CMMP

For a local business owner, marketing has become very complicated. Today's audiences are more difficult to reach because they are obtaining information through a number of sources including different media outlets, apps and social media sites. The world of marketing has changed from the simple 4 Ps of Marketing that was introduced in 1964.

Technology is constantly changing the way audiences connect with media and how they use it to become engaged or not engaged and so it is very important for businesses to use technology to stay competitive. Larger companies have the ability to be able to respond to innovation and reach out through all media channels to connect with their customers.

For local businesses, instead of trying to do everything from print ads to promotional discounts, a much more effective strategy may be to try doing a few things really well. Simplifying local marketing strategies makes it easier to explore new technologies that are easy to manage and monitor.

Social media is effective at engaging with existing customers, keeping them updated about products and services and promoting special discounts and offers. Engage-

ment keeps a business top of mind, however, for new businesses, social media platforms must be carefully selected. *Pinterest* and *Instagram* are effective in helping new customers discover a new retail store and its products and services. The use of images with less text really entices customers and as they say "a picture is worth a thousand words." It is also more effective to create one high-quality piece of content that can be shared across all media channels, rather than customizing content for each channel. Speaking in the same voice across all platforms is very important in creating your brand's personality.

Outdated content on social media or websites loses customers easily and shows them that you don't want to engage with them. If you can't dedicate the time needed to do it well, then you should not consider having a social media presence. Local businesses should always design messages to be mobile-friendly. More and more people are searching for information on their mobile devices and it is very important that they are able to search freely and easily on all platforms, including mobile.

Consumers today are faced with too much



information impacting decision making. Simplifying your customer experience will help increase purchasing decisions. For example, if you use text to describe the action that needs to be taken, such as "purchase now," and hyperlink it directly to the business's e-commerce site. Include a link to the website to help those customers who need more detailed information. Having a section on your site for frequently asked questions (FAQs) makes it easy for people to find information quickly without having to scroll too much.

Simplifying your marketing strategy doesn't always mean it takes less time or work. But it does mean less confusion and clearer goals that allow your marketing to be more focused and more effective.

## Why private sector should have a better understanding of Development

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For effective corporate projects in Development, companies should understand what stands behind their philosophy. It goes beyond giving hours to employees for volunteering or funding social projects.

It's about [human rights](#). It's about respect, education, health, housing, fair wages, equal opportunities, non-discrimination and much more. Human Rights should be part of the DNA of cor-

porate culture for a more inclusive society (one of the SDG's).

Sustainable Development is a reality if all of us work in the same direction: public, private and third sectors and civil society. We are all responsible for our future and, above all, the future of our future generations.

Consumers are changing habits and are more demanding and companies from all over the world are working for a more transparent, inclusive and sustainable fu-

ture. [Sustainable Development is a business model](#) and increasing the social economy is an example confirming that it is possible.

One day we will all walk in the same direction. Planet Earth is demanding that from all of us. People are also demanding that. As marketers, we are accountable in terms of people's awareness and knowledge about companies and what we are doing for more Sustainable Development. By doing so we are changing behaviours for a more sustainable future, where we all can profit. So, let's start changing now!



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**Join our Team!**

IIMP<sup>®</sup> is looking for Regional Public Relations professionals. IIMP<sup>®</sup> 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. The IIMP's Human Resource team is inviting applications to fill the following volunteer roles:

**Vacancies for team leaders and members:**

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- Chair, Corporate Alliances Committee
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- Chair, Human Resources Committee
- Member, Conference and Awards Committee
- Member, Business Strategy Committee

Apply now: [www.theiimp.org/executive-managementvacancies](http://www.theiimp.org/executive-managementvacancies)

**IIMP<sup>®</sup> at Marketing Conference in London, UK**

The International Institute of Marketing Professionals (IIMP<sup>®</sup>) will be at the Marketing Conference Cutting Edge Marketing and PR, which will be held in London, UK, on December 1st and 2nd, at the Bentley Hotel. Prof. Dimitros Kamsaris, IIMP<sup>®</sup> vice president of Academic Accreditation, will deliver a speech during the conference and facilitating a pre-conference masterclass on November 30th.

The IIMP<sup>®</sup> members who would like to attend the conference enjoy a discount of 15%. For more information visit the website:

<http://www.boc-uk.com>

# MARKETING WORLD

## REVIEW

### **Volunteers Needed for Editorial/Support Team**

The International Institute of Marketing Professionals is a leading global professional association dedicated to developing and implementing marketing standards in order to advance marketing practice world-wide.

Currently, we seek volunteers to enhance our editorial and support team (see following list of roles) to publish a quarterly periodical named "MarketingWorld Review Magazine". The publication will be distributed to marketing practitioners all around the world in 192 countries.

**Team roles include Section editors for Market analysis and General Articles, Reviewers, Contributing writers, Graphic designer and Salespersons (sales incentive will be provided).**

If you interested in contributing and taking on one of the above mentioned roles,

please write to [hr@theiimp.org](mailto:hr@theiimp.org)

## Dr. Ray Samrat is appointed as a chairperson to lead Membership Development Team at IIMP

Recently, Dr. Ray Samrat has been appointed on an executive role as a chairperson to lead the membership development team at the International Institute of Marketing Professionals.

Dr. Samrat said: "It is indeed a pleasure writing to you as I am standing at the crossroads of startups and how the world is changing around us every day. I have been fortunate to walk the roads of traditional journalism as well as its transition to digital marketing revolution.

I have done my studies from premier business schools in Asia and Europe where I was appointed the first Indian professor in marketing communications to teach Erasmus students and formulate the library for journalism. My career stint also led me to the Middle East where I worked in differ-

ent capabilities in academic branding as well as corporate trainer. I am an avid follower of startups and how people perceive the products around how? Why? When? My research work primarily targets cognitive brand management and psychological behavior on how consumers perceive brands.

### Why IIMP?

As a global brand strategist it is, indeed, a difficult answer to pen down. But yes having a thorough study of the vision and mission of the respected institution I thought of getting involved with its practices ethically and bring long term sustainability to its mobility across nations.

In today's time when Kenichi Ohmae may be getting vague and Kotler is getting its share of marketing in Emerging markets,



the bottom of the pyramid should not be left out. Through a medium like IIMP, I wish to reach out to those individuals who are not

positioned rightly or whose images are not properly branded. And yea an institutional branding wherein exchange of thoughts and win-win situation arise in future days."

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