

IIMP Announced 10 Major Goals for Next 5 Years to serve the Marketing Community Worldwide





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IIMP's 10 Major Goals :

The International Institute of Marketing Professionals (IIMP®) releases 10 major goals to provide extended services for marketing community worldwide.

The International Institute of Marketing Professionals (IIMP®) offers comprehensive services for marketing practitioners across the world, announced in 10 major goals for the


coming 5 years. The news is greater involvement with local communities and support services and strategic partnerships.

1. Establishment of credible and large Global Advisory and Functional Teams with members in every country of the world, in order to connect with local communities and provide comprehensive support. *continued on page 4*



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The International Institute of Marketing Professionals (IIMP®) endorses the master programme in International Marketing from the BPP University (United Kingdom) and grants its graduates with the CMMP® equivalency.



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Editorial Team:
 Editor: Sandra Pedro
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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.

**INTERNATIONAL JOURNAL OF
 MARKETING
 PRINCIPLES AND PRACTICES**

CMMP[®]
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL**INTEGRITY, KNOWLEDGE,
EXCELLENCE AND
PROFESSIONALISM**

The Certified Marketing Management Professional (CMMP[®]) designation is a 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.



The CMMP[®] designation 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.

Join winter 2015/16 program, early bird application deadline September 15th:

www.theiimp.org/cmmp-designation

Welcome to New IIMP Team Members



Dr. Ali Bassam Mahmoud
Advisory Member
International Advisory Council for Marketing Profession



Stephanie McCredie
Co-Editor, Proofreading & Copy-Editing
MarketingWorld Review Magazine



Dr. Tiffany Lekia Jordan
Co-Chair
Conference and Awards Committee



Atif Hafeez Malik
Co-Editor Art & Graphics
MarketingWorld Review Magazine



Sanjin Dzonlic, MA
Associate Regional Director for Asia
(Western Region: T034)
Global Alliances Committee



Nahla Ahmed Abdel Razek
Country Manager for Egypt
Global Alliances Committee



M. Murshed Haider, FCMI
Chairperson
Career Development Committee



Hassan Jaber
Chairperson
Conference and Awards Committee



Success Elias Mundopa
Country Manager for Zimbabwe
Global Alliances Committee



Safae El Mansouri
Country Manager for Morocco
Global Alliances Committee



Thierry Fontaine
Country Manager for Mauritius
Global Alliances Committee



Tugan Gokce Ogun
Regional Director for Europe (R014)
Global Alliances Committee

New Team Members



Vesselin Angelov
Country Manager for Bulgaria
Global Alliances Committee



Tran Tran Nguyen Minh
Country Manager for Vietnam
Global Alliances Committee



Mynul Huda Amit
Team Member
Career Development Committee



Yuleidy Merida Gonzalez
Country Manager for Cuba
Global Alliances Committee



Hellen Pang
Student Ambassador
(Ivey Business School)
Global Alliances Committee

Professional Profile

Tugan Gokce Ogun

Regional Director Global Alliances for Europe (R014)



Tugan Ogun is a Regional Director for Europe and a team member with the Global Alliances Committee at the International Institute of Marketing Professionals, representing and leading the following 20 countries:

Faroe Islands, Gibraltar, Guernsey and Alderney, Iceland, Jersey, Liechtenstein, Macedonia, Man (Island of), Moldova, Monaco, Montenegro, Norway, Russia, San Marino, Serbia, Svalbard and Jan Mayen Islands, Switzerland, Turkey, Ukraine and Vatican City State (Holy See).

Tugan's been developing & building high-value brands across diverse categories in Turkey & across Europe for the last 19 years.

He's assumed key roles, managing cross functional teams in leading organizations like McCann Erickson, Unilever, Vodafone and Turkish Basketball Federation and developed measurably successful brand & marketing communications solutions in partnership with the best-in-class agencies & vendors.

The projects he's initiated and led are being awarded by leading industry authorities including Turkish Advertising Agencies Association (TAAA), Groupe Speciale Mobile Association (GSMA), Mobile Marketing Association (MMA), IAB – Internet Advertising Bureau (IAB), Turkish Direct Marketing Association (TDMA), lifting up the business success they've delivered.

Besides his ongoing role as a brand & marketing communications strategist under his own name-brand, he's recently introduced new business platform which delivers project management, consultancy and training services to individuals and corporations, enabling them to discover and unlock their potential so that they can sustain their contribution to further the social change and transformation.

IIMP[®] extends services for marketing community worldwide

Designed in 10 goals

Continuing from page 1

2. Publishing the Internationally Accepted Marketing Standards™ (IAMS) based upon Generally Accepted Marketing Principles™ and Practices which contains a description of generally accepted practices in the field of marketing.

3. Publishing the International Journal of Marketing Principles and Practices (IJMPP), a high quality scholarly publication of leading and innovative information in the areas of marketing, targeted at promoting the development and dissemination of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance.

4. Implementation of professional development training programs and professional designations such as Certified Marketing Management Professional (CMMP[®]) designation including levels: Associate, Manager, Executive and Chartered.

5. The accreditation and recognition of educational institutions worldwide through implementing the IIMP[®] Authorized Education Centers Program



(AECF), in order to provide an educational foundation for the Internationally Accepted Marketing Standards™ (IAMS) and IIMP[®] marketing designations.

6. Building Strategic Alliances with Marketing Associations, media and other relevant businesses around the globe.

7. Organizing Marketing Congress and participating in major Marketing Conferences and establishing extensive award programs in order to appreciate outstanding accomplishments of the marketing practitioners, students and academicians globally.

8. Publishing the Marketing World Review Magazine to advance marketing practitioners' knowledge of industry

changes and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness.

9. Development of IIMP[®] Chapters around the world, in order to provide local support to marketing community members, promote the Internationally Accepted Marketing Standards™ (IAMS) and IIMP[®] marketing designations.

10. Providing extended Career Support Services for marketing professionals by offering scholarship programs for bridging the financial gap for deserving candidates and connecting marketers to relevant employers for career advancements.

IIMP[®] certifies master in International Marketing from the BPP University – Graduates will receive CMMP[®] equivalency

The International Institute of Marketing Professionals (IIMP[®]) endorses the master programme in International Marketing from the BPP University (United Kingdom), which grants its graduates with the CMMP[®] equivalency. This certification is part of the IIMP[®] Accredited Educational Institution agreement signed earlier this year.

Through the accreditation of academic centers around the world, IIMP[®] sets the highest level of educational programs in the marketing field. Graduates from these educational programs will build their credentials and will qualify to earn CMMP[®] designation. Therefore, the MSc International Marketing programme from the BPP University was thoroughly reviewed by the academic accreditation committee of the IIMP[®]. Marketing Professionals that complete this programme will be empowered through CMMP[®] designation, which requires the highest level of expertise and professionalism in the marketing industry.



Mr. Nisar Butt, President and Chief Executive Officer of IIMP[®], said: “We are very pleased in taking one step forward with the

BPP University in promoting the excellence in marketing profession. As the first British academic institution as an IIMP[®] Accredited Educational Institution in the United Kingdom, its students on international marketing have now the opportunity to be granted with the Manager CMMP[®] designation, which certify them with the ex-

pertise and professionalism that corporate world is looking.”



Prof. Dimitrios P. Kamsaris, Senior Vice President and Academic Accreditation Committee of IIMP[®], said: “The CMMP[®] designation will enhance

the profession quality of the MSc International Marketing programme graduates from the BPP University, by strategically preparing them to manage the present market conditions, set appropriate tactical approach for the future, in a demanding and challenging world.”



Dr. John Mantikas, Head of Postgraduate Programmes at BPP University's Business School said; “We are delighted to be associated with IIMP. We share a commitment in promoting marketing education and practices internationally. At BPP University we believe that students need to be given an opportunity to develop practical skills that are research informed and reflect on market dynamics, in addition to solid academic underpinnings. We find that our approach makes a significant impact on career choices and employability to our students. We help educate students from over half of the countries across the globe in London and our study centres across the UK. Our MSc International Marketing is an academically challenging and intellectually

stimulating programme that educates, develops and enhances the professional competence of students. We look forward to working with IIMP in building BPP University student capabilities.”



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The BPP University was voted UK's Best Higher Education

Provider by Education Investor Magazine, in 2013. It's the UK's only university solely dedicated to business with programmes designed in partnership with employers and respected professionals in the fields of law, business, finance and health. Its tutors, most of who have real-world practitioner experience, ensure that students have the practical skills and academic knowledge needed for success as well as the competitive edge that makes them stand out in the competitive jobs market. Website: www.bpp.com

IIMP[®] has joined as a digital media partner for Pakistan's First "Future Agro Challenge" Business Plan Competition

The International Institute of Marketing Professionals (IIMP[®]) has joined as a digital media partner for Pakistan's First "Future Agro Challenge" Business Plan Competition— FAC, in Islamabad, brought by e-maginationz-Pakistan.

The International Institute of Marketing Professionals (IIMP[®]) associates to e-maginationz as a digital media partner for national finale of Pakistan's First Future Agro Challenge that will take place on August 28th, at the Pakistan Agriculture Research Council, In Islamabad, Pakistan.

The future of agriculture will be discussed and team members will be presenting a challenging business plan to find new solutions for more sustainable agro industry and food security.

The increase of food demand, diet changes and population growth are driving transforming this economic sector. Around 500 people are expected to be in this event, from team members for the challenge, students, academics, donors, Government officials and media. And it's one of its own kind of initiative in the Agro business industry in Pakistan that has been supported by Govt. and private organizations equally.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP[®], said: "IIMP[®] is pleased to be partner for this event focusing on important issues related to sustainability and the future of upcoming generations, such as food security and innovation."



Farhan Majeed, VP Marketing & Communications (IIMP[®]) for Pakistan, and Regional Consultant (IIMP[®]) for UAE and Pakistan, said: "Being one of the associate with e-maginationz-Pakistan and digital media partner for Future Agro Challenge (FAC) Pakistan is a wonderful experience for IIMP[®] to support its vision while promoting different business sectors globally. We always seek opportunities to bring unique and innovative projects for better business world."

Farhan Majeed got appointed as the Regional Consultant

The International Institute of Marketing Professionals (IIMP) announces the appointment of Farhan Majeed as the Regional Consultant to represent IIMP[®] in two countries, United Arab Emirates and Pakistan.

Mr. Majeed has been one of the pillars and dedicated team member who have contributed on several development areas of the IIMP[®] and currently has been serving as the Vice President of Marketing and Communications for Pakistan.

Due to Mr. Majeed's profound commitment and long term contributed to the success of IIMP[®], he was pro-

moted to a consultant to reach out to educational institutions and marketing community at large.

After spending a few months in UAE and meeting officials of a number of prestigious educational institutions, Mr. Majeed's will visit Pakistan to continue his work.



Farhan Majeed, VP Marketing & communications (IIMP[®]) for Pakistan, and Regional Consultant (IIMP[®]) for UAE

and Pakistan said that "It's been a

pleasure for me to be a team member of IIMP (Canada) one of the leading international marketing association.

I feel an honor to represent and showcase its professional services and offerings in Pakistan and UAE. In the mean while I would encourage Universities, Colleges, Corporate & professional training centers, Marketing consultants & professionals and students in the discipline of marketing to welcome and join (IIMP[®]) to be more competitive in facing the current and future challenges in the verily dynamic field of marketing management".

Call for Editorial Team Members

MarketingWorld Review Magazine

The International Institute of Marketing Professionals (IIMP) will publish "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.

Currently, we seek the following team members to contribute as volunteers:

Co-Editors, Editorial Team Members, Graphic Designers, Advertising Salespeople and Writing Contributors

As a starting point, we believe that our differentiation is our wide coverage since our board has members from 192 countries. It means 192 different views, cases, experience.

If you are interested in submitting your article or joining the editorial team, please contact us:

magazine@theiimp.org



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LIVE BETTER LIVES.**

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CREATE CHANGE IN JAMAICA AND
THE CARIBBEAN**

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TO EAT HEALTHY,
THINK POSITIVE
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[HTTPS://INSTAGRAM.COM/GOHEALTHYCARIBBEAN](https://instagram.com/gohealthycaribbean)

**Join our 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's us discover more about marketing in your country.

Viens faire part de notre équipe!

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

The IIMP's Human Resource team is inviting applications to fill the following volunteer roles:

Team Leaders:

- Chair, Business Strategy Committee
- Chair, Chapter Support Committee
- Chair, Corporate Alliances Committee
- Chair, Education Management Committee
- Chair, Human Resources Committee

Apply now: www.theiimp.org/executive-managementvacancies

INTERNATIONAL JOURNAL OF MARKETING PRINCIPLES AND PRACTICES

CALL FOR RESEARCH PAPERS



International Institute of Marketing Professionals cordially invites authors to submit their work and, in so doing, join our team of professional authors. We appreciate your input and look forward to sharing it with our readers world-wide.

The International Journal of Marketing Principles and Practices (IJMPP) is a high quality scholarly publication of leading and innovative information in the areas of marketing, which is envisioned to be a vital tool for the benefit of marketers worldwide; researchers and practitioners in the field. The IJMPP 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. The Journal is targeted at promoting the development and dissemination of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance.

Explore further: www.theiimp.org/marketing-journal