



## IIMP awards Alfaisal International Academy as IIMP Certified Study Center

***The International Institute of Marketing Professionals (IIMP®) awards Alfaisal International Academy, in Saudi Arabia, as IIMP Certified Study Center to offer preparation courses for Manager CMMP Preparation program***

**Toronto, Canada - November 02, 2018** — The International Institute of Marketing Professionals (IIMP®) announces that Alfaisal International Academy, in Riyadh, Saudi Arabia, join the IIMP Certified Study Center community to offer Manager CMMP® preparation courses.

After rigorous assessment, the consulting and training company is now able to deliver training courses for Certified Marketing Management Professional and prepare candidates to write the final exam to earn the Manager CMMP® designation. Alfaisal International Academy is an awarded institution that provides training courses in various areas of knowledge, including management, and additionally is a training center for international certificates.

The Manager CMMP® designation recognizes those who demonstrate a deep knowledge of marketing, as well as high professional, educational and ethical standards. This designation is an intermediate level international certification designed for marketing professionals who are very familiar with various concepts of the discipline of marketing. This certification will enhance the capacity of those professionals and will empower them to better tackle challenges and performance.

**Mr. Nisar Butt, President and CEO of IIMP®,** stresses that: *“We are very pleased to add ALFAC in our community of Certified Study Centers in Saudi Arabia. This is a great opportunity for strengthen the community of certified marketing professionals in Arabian region. This certification preparation program is the step forward in that direction.”*

**Prof. Dimitrios P. Kamsaris Ph.D., Senior Vice President of the Accreditation Committee at IIMP®,** states: *“I would like to welcome the Alfaisal International Academy in KSA Saudi, as IIMP Certified Study Center to offer preparation courses for Manager CMMP Preparation program. Through this accomplishment the participants will enhance their knowledge of Marketing and boost their career.”*

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](#).

Learn more about CMMP®: <http://www.theiimp.org/cmmp-designation/>

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#### **About AlFaisal International Academy:**

AlFaisal International Academy, commonly known by its acronym (ALFAC) was found in September 2001 as a privately-owned company to teach, mainly English as a Second Language and selective IT disciplines, such as Microsoft, Oracle, Cisco and Red Hat. The three founding partners paid up \$5 million as the startup capital. Over the years it has broadened its training sphere to include Management Training in a diverse array of fields, provide standardized Language Testing platforms, such as TOEFL, TOEIC, ILETS, Cambridge Assessment and many others which are administered by Prometric. We also provide Certification and assessment certifications, ALFAC today has four Training Centers, one for males with a capacity to cater to up to 450 trainees in one shift dispersed in 45 auditoriums and Three Female Centers with a total capacity of up to 1000 trainees. Today the ALFAC is a subsidiary of Arabian Education and Training Group, sharing it with seven other companies under the same umbrella. The paid-up capital of the parent Company has enhanced to USD 100 million shared by ten partners , who are local business men .

#### **About the International Institute of Marketing Professionals (IIMP®):**

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organization, which develops and advocates international standards within the marketing field. IIMP® was formed in July 2009 and is a pioneer in its leadership and strategic approach towards developing the Internationally Accepted Marketing Standards™ based upon Generally Accepted Marketing Principles™ and Practices in the field of marketing. The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards™ (IAMST) Board which represents the G-20 countries; the IAMST Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations across the G-20 countries. This diverse membership will undoubtedly bring a real synergy between the science and practice. The IAMST Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP), which has representation from 192 countries and Advisory Council of Marketing Practitioners (ACMP).

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