

Press Release

IIMP[®] Authorized Education Centres Program Now Open for Marketing Institutions and Study Centres Worldwide

The Academic Accreditation Committee (ACC) at the International Institute of Marketing Professionals (IIMP[®]) invites Institutions and Study Centres Worldwide to apply to Authorized Education Centres Program with the purpose of recognizing or accrediting educational marketing programs and studies.

Toronto, Canada — 20 December, 2012 – The International Institute of Marketing Professionals (IIMP[®]) is introducing the Authorized Education Centres Program with the purpose of recognizing and accrediting educational marketing institutions globally. The Authorized Education Centres Program is established by the Academic Accreditation Committee (ACC) whose major objectives and mandates are to ensure the administration of the CMMP[®] designations by developing policies and procedures to recognize or accredit educational institutions in order to deliver education and examinations to satisfy the entrance and qualification requirements for the CMMP[®] designations.

The Academic Accreditation Committee (ACC) invites Universities and Colleges to apply for one of the following five categories in terms of recognizing or accrediting their educational marketing programs or studies:

1. IIMP[®] Recognized Educational Institutions – is welcoming institutions that are empowered to grant diplomas and/or undergraduate and graduate degrees and will be either offering or will intend to offer business diplomas and/or business degrees which will prepare their graduates to meet all entrance requirements to enter the CMMP[®] designation program. These institutions will be provided with general requirements and course outlines to meet CMMP[®] designation requirements.

2. IIMP[®] Accredited Educational Institutions – is suitable for institutions that would like to get accredited by the IIMP[®] program in order to offer a business diploma and/or degree that will include all marketing and non-marketing courses and prepare their graduates to meet all entrance requirements to enter the CMMP[®] designation. The Academic Accreditation Committee (AAC) will accredit these institutions by applying policies and procedures and monitor their performance periodically.

3. IIMP® Accredited Study Centres - is open for the institutions that will be established as corporate training/study centres. The Academic Accreditation Committee (AAC) will accredit and empower them to deliver training courses for completing the necessary qualification for CMMP® designation in accordance to contents stated in the CMMP® handbook and prepare candidates to write the final examination given by the IIMP®, in order to earn CMMP® designations.

4. IIMP® Authorized Professional Training Centres – is suitable for corporate training centres, study centres, executive training centers and professional development centers. The IIMP®’s academic accreditation committee will empower them to deliver training courses relevant to professional development and/or for completing the necessary qualification for CMMP® designation and prepare candidates to write the final exam given by the IIMP®’s and meet required academic background, work experience and professional proficiencies, in order to earn CMMP® designations.

5. Authorized Exam Invigilation Centers – is suitable for higher educational institutions or study centres which will be accessed and approved by the Academic Accreditation Committee (AAC) in order to establish a global network of Authorized Exam Invigilation Centers (AEIC). The AEIC will be expected to maintain high standards in facilitating and supervising the candidates for writing the examinations to achieve CMMP® designations.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *“The establishment of the CMMP® designation is the recognition of expertise, competencies and contribution of marketing professionals to their organizations, their profession, their career and to the society as a whole. Therefore, I am inviting all Universities and Colleges worldwide to join the IIMP® Authorized Education Centres Program and to embrace the variety of professional qualifications and experience provided by CMMP® designation.”*

Institutions and study centres are welcomed to apply to join one of the above categories by visiting the link: <http://www.theiimp.org/accrediting-education-centres/>.

About the Academic Accreditation Committee (AAC):

The Academic Accreditation Committee (AAC) of IIMP® is a high power committee under IIMP® organization with the mandate to implement the CMMP® designations globally. Main objectives and tasks of the AAC are developing policies and procedures to recognize and accredit educational institutions, delivering mandatory training courses in accordance to the contents of the CMMP® Handbook, designing the accreditation process of Educational Institutions in various categories, and collaborating and communicating with the Education Management Committee (EMC) in order to discuss progressive marketing issues that could be implemented in educational curriculum of the institution. By establishing a global network of Authorized Exam Invigilation Centers (AEIC) to be known as "IIMP® Authorized Exam Invigilation Center" the AAC will expected to maintain high standards among the candidates willing to achieve CMMP® designations.

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™ (IAMST) 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 IAMS 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 **IAMS Board** works with the aid and cooperation of teams from the **International Advisory Council for the Marketing Profession (IACMP)** which has representation from 158 countries and **Advisory Council of Marketing Practitioners (ACMP)**.

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