



## **IIMP® launches Collegiate Scholarship Program for CMMP® designations**

### ***Manitoba International Marketing Competition and Conference is the first partner***

*The Institute of Marketing Professionals (IIMP®) launches its Collegiate Scholarship Program for the Certified Marketing Management Professional (CMMP®) designations. Its first partner is Manitoba International Marketing Competition and Conference, whose winners will have access to scholarships for entry into CMMP®.*

**Toronto, Canada — December 23, 2013**—The International Institute of Marketing Professionals (IIMP®), a not for profit volunteer marketing organization, launches the Collegiate Scholarship Program for Certified Marketing Management Professional (CMMP®) designations. Its first edition is in partnership with Manitoba International Marketing Competition and Conference, of the I.H. Asper Business School, University of Manitoba, in Canada. The winners of the competition, which takes place from 8 to 11 January 2014, in Winnipeg, will have access into CMMP® program.

The scholarship will subsidize entry into the CMMP® program which will provide rigorous professional skills to prepare candidates to receive CMMP® designation upon successfully completion. The scholarship winners will be required to demonstrate academic and professional requirements in order to enter the CMMP® designation. The CMMP® program will be offered to the competition winners based upon their academic backgrounds in the following manner:

- a) Diploma holders will receive subsidized Associate CMMP®, an introductory level international certification designed to individuals who know about the marketing discipline but are new to the field of study;

- b) Bachelor's degree holders will receive subsidized Manager CMMP®, an intermediate level international certification designed for marketing professionals who are very familiar with various concepts of the discipline of marketing;
- c) Master's degree holders will receive subsidized Executive CMMP®, an advanced level international certification designed especially for marketing professionals who have to meet customer needs in the rapidly growing and globally competitive markets around the world.

**Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said:** *“This scholarship program is the outcome of the work developed by Conference and Awards Committee team of the IIMP®, in collaboration with the Certified Marketing Management Professionals of Canada. It demonstrates the importance of the CMMP® designations for future marketing professionals and their recognition by academic institutions. We cordially invite other reputable similar competitions to participate.”*

**Mr. Amjad Shamim, Vice-President of the Conference and Awards Committee, stressed:** *“we are pleased to launch the Collegiate Scholarship Program and give the opportunity to students achieve CMMP® designations - one of the best certification for marketing professionals. Those who hold this certification have their skills and competences recognized after a demanding program and is a way forward to achieve fast career growth in the marketing profession.”*

**Mr. Ryan Caligiuri, Director of International Accepted Marketing Standards with IIMP® said:** *“We at the International Institute of Marketing Professionals (IIMP®) are proud to support the Manitoba International Marketing Competition and Conference. This competition will bring about some of Manitoba’s best marketers and to support them with a scholarship is a great honour for us.”*

Mr. Ryan Caligiuri, Director of Internationally Accepted Marketing Standards Committee will be attending Manitoba International Marketing Competition as representative of IIMP® and presenting the awards to the winners.

#### **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 158 countries and Advisory Council of Marketing Practitioners (ACMP). [Learn more about IIMP.](#)

### **About CMMP® Designation**

IIMP® accreditation CMMP® (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing. This program will recognize 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. [Learn more about CMMP.](#)

### **About Manitoba International Marketing Competition and Conference**

The Manitoba International Marketing Competition and Conference (MIMC) is organized by students on the Commerce Students' Association at the I. H. Asper School of Business students at the University of Manitoba in Winnipeg, Manitoba, Canada. MIMC is the only international marketing competition and conference in Canada and it provides a unique learning opportunity for all that attend. The competition challenges students strategic decision making skills and presentation skills. The conference provides a unique international networking opportunity, a variety of guest speakers and interactive seminars. [Learn more about MIMCC.](#)

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