



PRESS RELEASES

IIMP® launches CMMP® Scholarship for Researchers

International Institute of Marketing Professionals (IIMP®) launches the CMMP® Scholarship for Researchers (CSR) for its Certified Marketing Management Professional (CMMP®) designations.

Toronto, Canada — January 30, 2014 — The International Institute of Marketing Professionals (IIMP®) has launched the CMMP® Scholarship for Researchers (CSR) for its Certified Marketing Management Professional (CMMP®) designations. This scholarship is intended to be awarded to those researchers and higher education research students who will be winners in presenting the best papers in IIMP collaborated conferences in the areas as marketing, sales, advertising, logistics and business around the globe.

The CSR will subsidize full tuition fee for entry into the CMMP® program to prepare candidates to receive CMMP® title, a globally-recognized professional designation, upon successfully completion. The CMMP® program will be offered to the unique research paper presenters in IIMP collaborated conferences based upon their academic backgrounds:

- a) Master's degree holders with at least four years of work experience 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.
- b) Doctorate/Master's degree holder with at least six years of extensive experience will receive subsidized Chartered CMMP® is highest level of designation created for professionals in the senior most positions in the marketing practice.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *"This program was designed for researchers and high education research students to have an opportunity for entry into the CMMP® program and hold a title that will strengthen their skills and distinguish them all across the world."*

Learn more about the scholarship program:

<http://www.theiimp.org/csr>

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).

About the [Certified Marketing Management Professional \(CMMP®\)](#) designations:

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.

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