

IIMP[®] launches International Scholarship Program For CMMP[®] designations

International Institute of Marketing Professionals (IIMP[®]) launched International Scholarship Program for bachelor and master degrees' students with major in marketing. The scholarship subsidize the entry into the CMMP[®] designations.

Toronto, Canada — January 13, 2014 — The International Institute of Marketing Professionals (IIMP[®]) has launched IIMP-International Scholarship Program (ISP) for its CMMP[®] designations for the session 2014-2015 in countries including Afghanistan, Bangladesh, Kenya, Nepal, Nigeria, Pakistan, Sudan, Uganda and Zimbabwe; [see full list of countries](#). IIMP-International Scholarship Program (ISP) is intended to be awarded to those graduates and post graduate students pursuing their Bachelor and Master degrees with majors in Marketing.

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) 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;
- b) 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.

Those who want to apply for this scholarship have to respect the following eligibility criteria:

1. Must be a regular student of BBA/BS or MBA/MS from any of the Higher Education Commission (HEC) or other relevant governmental bodies recognized institutions.
2. The applicant should be in the final semester and maintaining CGPA 3.5 and above.
3. The applicant must pass the IIMP-Canada standardized written examination covering the basic, generic and modern concepts in the discipline of marketing with at least 80% marks.
4. He/ She has taken any of the mentioned subjects in his/her final semester of graduation/post graduation i.e. Marketing Management, Marketing Strategy, Consumer Behaviour, Customer Services Management,

International Marketing, Supply Chain Management, Sales Management and Advertising, Marketing Research, Product Development

5. The applicant will submit the IIMP-International Scholarship Program (ISP) application processing non-refundable fee Canadian \$50.
6. The applications must be received within the specified deadline mentioned by IIMP®.
7. The applicant must submit his/her resume with his/her latest picture for issuing his examination registration number and nearest Examination Center. To view list of countries visit the link: <http://www.theiimp.org/isp>

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *"This scholarship program will encourage students to participate in relevant competitions and get rewarded for easier access to the CMMP® designations. We cordially invite other reputable similar competitions to participate."*

Mr. Amjad Shamim, Vice President (Conferences and Awards) of IIMP®, said: *"The decision of IIMP® for launching International Scholarship Program (ISP) is a way forward to recognize the efforts of the best marketing professionals by providing them opportunity to achieve globally recognized CMMP® Designation. I hope the winners of this scholarship will be further groomed to prove them to be the best marketer. My sincere wishes are for the applicants of the scholarship"*

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

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 [CMMP® Designation](#):

IIMP® accredited CMMP® (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional achievement 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.

The CMMP® designation consists the following four designations. A brief information about these four CMMP® designations is available here: Associate CMMP®, Manager CMMP®, Executive CMMP®, Chartered CMMP®.

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