

Elite Training Pros becomes first IIMP[®] Certified Study Centre in Canada

The International Institute of Marketing Professionals appoints Elite Training Pros as an IIMP[®] Certified Study Centre to offer Associate and Manager CMMP[®] preparation programs for certification.

Toronto, Canada — May 28, 2014 — The International Institute of Marketing Professionals (IIMP[®]) appoints Elite Training Pros as IIMP[®] Certified Study Centre. The Greater Toronto Area has from now available the first study centre for preparation programs for Certified Marketing Management Professional (CMMP[®]) designations.



Standing in front of the Queens Park, Toronto, Canada. Shahzad Ahmed, Director Elite Training Pros (right), Nisar Butt, President IIMP (centre) and Rinay Chand, Director Elite Training Pros. (left).

The available programs are for Associate and Manager CMMP® preparation, which will be available via classroom training. The IIMP® accredited Associate CMMP® is a starter level certification designed to cater for the needs of professional development of those professionals belonging to the disciplines other than marketing. The IIMP® accredited Manager CMMP® is an intermediate level certification designed for marketing professionals who are very familiar with various concepts of the discipline of marketing. The candidates for both certification programs must meet specific academic and professional experience requirements, such as a complete diploma or graduate program in business or marketing.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *"We are very pleased to have Elite Training Pros as IIMP® Certified Study Centre, following other in New Jersey, USA. Residents at Toronto have now the opportunity to have access to preparation programs that will give them the necessary skills to apply for CMMP® designation. Elite Training Pros follows other international organizations in your quest to deliver international certification to marketing professionals and academics worldwide by IIMP®."*

Mr. Shahzad Ahmed, Director of Elite Training Pros, said: *"We are extremely excited to become an IIMP® Authorized Study Centre for the Greater Toronto area in Canada to provide CMMP® preparation courses. Our focus will always be on delivering premium training to enrich CMMP® candidates to succeed in the final integrated exam to earn CMMP® designations and apply gained knowledge in the real world. It is a great privilege to affiliate with the International Institute of Marketing Professionals and become part of such a large global network."*

IIMP® Certified Study Centres have gone through an assessment program offered by the IIMP® and have achieved a status of an "IIMP® Certified Study Centre". These institutions are equipped to deliver training courses for completing the necessary topics of CMMP® designations in accordance to contents stated in the CMMP® handbook and prepare candidates to write final exam given by the IIMP®'s head office, in order to earn CMMP® designations.

Visit the website to learn more about Elite Training Pros: <http://www.elitetrainingpros.com>

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® 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.](#)

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