



IIMP® grants Collegiate Scholarships to top graduated students from Accredited Educational Institutions

The International Institute of Marketing Professionals (IIMP®) grants Collegiate Scholarships for the CMMP® designation program to those graduates that secure the highest positions in academic programs offered by the IIMP® Accredited Educational Institutions.

Toronto, Canada — March 09, 2015 — The International Institute of Marketing Professionals (IIMP®) grants the [IIMP® Collegiate Scholarship](#) to top students who secure the highest positions in their diploma or degree programs offered by the IIMP® Accredited Educational Institutions all over the world.

The Certificated Marketing Management Professional (CMMP®) globally recognizes marketing professionals for their in-depth knowledge and skills of key areas in marketing management. Those professional who hold a CMMP® designation prove their professional excellence to the market and distinguish them from competition.

Currently, the academic accreditation committee of IIMP® is reviewing a number of reputable educational institutions from around the global to recognize them as [IIMP® Accredited Educational Institutions](#). The esteemed recognition will opportunities for their best students to hold the CMMP® designation without leaving their home countries.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, stresses: "Granting the IIMP® Collegiate Scholarship to the best students is a way to award them for all hard work and motivate them enhancing their skills and knowledge. Today, we have to look to the market as global, where competition is high. To stand out from the crowd is challenging and the CMMP® designation open doors by branding them with excellence. Therefore, IIMP® invites Academic institutions from around the world to partner with the purpose of developing the marketing profession and its professionals."

The CMMP® designation is validation that a professional in the field of marketing has successfully demonstrated competency in the knowledge, skills and abilities required to practice marketing effectively in today's business arena. Candidates for the CMMP® designation program are welcome to [apply](#).

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 192 countries and Advisory Council of Marketing Practitioners (ACMP).

About CMMP® Collegiate Scholarship Program:

The IIMP® Collegiate scholarship is intended to be awarded to those post-secondary students who will be winners in challenging marketing, sales, advertising, logistics and business case competitions around the globe. The scholarship will subsidize entry into the CMMP® (Certified Marketing Management Professional) 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. Learn more: <http://www.theiimp.org/iimp-collegiate-scholarship-program/>

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