



Graduates will receive CMMP® equivalency **IIMP® certifies master in International Marketing from the BPP University**

Toronto, Canada — August 05, 2015 — The International Institute of Marketing Professionals (IIMP®) endorses the master programme in International Marketing from the BPP University (United Kingdom), which grants its graduates with the CMMP® equivalency. This certification is part of the IIMP® Accredited Educational Institution agreement signed earlier this year.

Through the accreditation of academic centers around the world, IIMP® sets the highest level of educational programs in the marketing field. Graduates from these educational programs will build their credentials and will qualify to earn CMMP® designation. Therefore, the MSc International Marketing programme from the BPP University was thoroughly reviewed by the academic accreditation committee of the IIMP®. Marketing Professionals that complete this programme will be empowered through CMMP® designation, which requires the highest level of expertise and professionalism in the marketing industry.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *"We are very pleased in taking one step forward with the BPP University in promoting the excellence in marketing profession. As the first British academic institution as an IIMP® Accredited Educational Institution in the United Kingdom, its students on international marketing have now the opportunity to be granted with the Manager CMMP® designation, which certify them with the expertise and professionalism that corporate world is looking."*

Prof. Dimitrios P. Kamsaris, Senior Vice President and Academic Accreditation Committee of IIMP®, said:

"The CMMP® designation will enhance the profession quality of the MSc International Marketing programme graduates from the BPP University, by strategically preparing them to manage the present market conditions, set appropriate tactical approach for the future, in a demanding and challenging world ."

Dr. John Mantikas, Head of Postgraduate Programmes at BPP University's Business School said: *"We are delighted to be associated with IIMP. We share a commitment in promoting marketing education and practices internationally. At BPP University we believe that students need to be given an opportunity to develop practical skills that are research informed and reflect on market dynamics, in addition to solid academic underpinnings. We find that our approach makes a significant impact on career choices and employability to our students. We help educate students from over half of the countries across the globe in London and our study centres across the UK. Our MSc International Marketing is an academically challenging and intellectually stimulating programme that educates, develops and enhances the professional competence of students. We look forward to working with IIMP in building BPP University student capabilities."*

The BBP University was voted UK's Best Higher Education Provider by Education Investor Magazine, in 2013. It's the UK's only university solely dedicated to business with programmes designed in partnership with employers and respected professionals in the fields of law, business, finance and health. Its tutors, most of who have real-world practitioner experience, ensure that students have the practical skills and academic knowledge needed for success as well as the competitive edge that makes them stand out in the competitive jobs market.

Website: <http://www.bpp.com/postgraduate-course-details/d/postgraduate/MScIntMktg/7260>

About the International Institute of Marketing Professionals (IIMP®):

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organisation, 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). Website: www.theiimp.org

About CMMP® Designation:

IIMP® accreditation CMMP® (Certified Marketing Management Professional) is a globally-recognised and well respected measure of professional and academic excellence in the practice of marketing. This programme will recognise 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 organisations they represent and most importantly to the marketing profession itself. Learn more about CMMP.

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