

PRESS RELEASE



First Accredited Educational Institution in Africa by IIMP

IIMP® Accredits Columbia Commonwealth University

The International Institute of Marketing Professionals (IIMP®) hereby announces that it has granted accreditation to Columbia Commonwealth University, currently offering post-graduate as well as undergraduate degree programs in Blantyre and Lilongwe. This accreditation is granted to CCWU after our group of highly qualified educators carefully reviewed the curriculum, list of text books used as well as the qualification of its outstanding lecturers. We had a series of interviews with Professor Ketsela who shared with us the history of CCWU and who submitted the required documents which our team reviewed.

Toronto, Canada — November 25, 2015 — The International Institute of Marketing Professionals (IIMP®) would also like to announce that CCWU is the first institution in Africa accredited by IIMP® to offer Master of Business Administration the BBA, MBA and Ph.D. in Business Management degree programs in various areas of concentrations. The top students will be granted IIMP® scholarships to enter the CMMP® program.

The BBA, MBA and Ph.D. programs were thoroughly reviewed by the academic accreditation committee of the IIMP® that concluded that CCWU meets all academic requirements to offer these programs, including marketing and non-marketing concentrations it is currently offering. Students of CCWUM with Marketing Management concentration will qualify to enter the CMMP® designation either at Executive or Chartered program level.

IIMP® designation holders at these levels gain a competitive edge in the marketing industry by achieving a high level of competence that can be demonstrated on a professional level. CMMP® designations will provide marketing executives with the specialized knowledge, confidence and credibility needed to get ahead and take charge of their marketing-oriented careers.

Professor Tesfaye Ketsela, President of CCWU, said: "On behalf of the students and faculty of CCWU, I would like to express my gratitude to IIMP for granting us accreditation to offer the BBA, MBA and Ph.D. programs. The President and CEO of IIMP Mr. Nisar Butt and I spent considerable time discussing IIMP's requirements in order to grant accreditation. I had also the opportunity to review the impressive work IIMP has been doing through the

past years to help so many institutions of higher learning in Canada and other countries by guiding, consulting and preparing them to qualify for accreditation. I have realized from review of their records that IIMP is committed to excellence in providing quality education to professionals in the marketing field and related areas in Business Management. It is a pleasure and an honor to be associated with IIMP and receive its accreditation of our programs and we look forward to working with their team of experts and high caliber professionals."

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: "We are very pleased to have Columbia Commonwealth University as the first academic institution in Africa as IIMP® Accredited Educational Institution. Malawi is the first country in Africa to hold an institution where students and professionals have the opportunity to access the CMMP® designation program."

Prof. Dimitrios P. Kamsaris, Senior Vice President, Academic Accreditation Committee, said: "The Academic Accreditation Committee has comprehensively reviewed the BBA, MBA and PhD programs offered by the Columbia Commonwealth University. Our team concluded that the quality of the contents, supported and conveyed by the highly qualified University faculty, delivered the aforementioned programs in highly professional manner. Consequently, we are pleased to support the institution by granting them a status of IIMP Accredited Educational Institution."

The Accredited Educational Institutions are Universities and Colleges that are empowered to grant certification, diploma and undergraduate degree program. These institutions go through a rigorous accreditation program offered by the IIMP® and in order to be recognized as an "IIMP® Accredited Institution". These institutions are fully equipped to offer an accredited business diploma and degree programs that includes all marketing and non-marketing courses to prepare their graduates to meet all entrance requirements to enter the CMMP® designations.

About Columbia Commonwealth University:

Columbia Commonwealth University (CCWU) was founded in Malawi in 2002 to offer distance as well as in-class education programs at the Bachelor's, Master's and Doctoral Degree levels in Administration and Management, . The University has received recognition from various institutions, such as the International Professional Managers Association (IPMKA), the Chartered Institute of Administration and Management (CIAM) Consultant, Ghana, and the Association of Business Executives (ABE), UK. Website: <http://www.ccwum.org>

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). Website: www.theiimp.org

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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