



For candidates for the CMMP® designation
Columbia Commonwealth University
becomes IIMP® Certified Study Centre in Malawi

The International Institute of Marketing Professionals (IIMP®) endorse the Columbia Commonwealth University, in Malawi, as IIMP® certified study centre to offer Executive CMMP® preparation program.

Toronto, Canada — March 30, 2016 — The International Institute of Marketing Professionals (IIMP®) appoints Columbia Commonwealth University (CCUW) as IIMP® certified study centre in Blantyre, Malawi. This is the second accreditation granted by IIMP®. Last year, CCUW was assigned Accredited Educational Institution, whose top students of Business Management Degree programs are granted IIMP® scholarships to enter the CMMP® designation program.

Now CCUW will offer Executive CMMP® preparation courses in order to prepare candidates to qualify and write final integrated exam to receive the Certified Marketing Management Professional (CMMP®) designations. It will deliver tuition in the classroom environment for Executive CMMP® program. IIMP® accredited Executive CMMP® is an advanced level international certification designed especially for those marketing professionals who have to meet the rapid and global competition around the world. By receiving the Executive CMMP®, marketers will be better equipped to face the challenges that technological innovations require, and it will enhance their diverse responsibilities and leadership in their respected organizations.

The Executive CMMP® is targeted to Marketing professionals who possess quick decision making skills, an expertise of new product development rules and policies, and play a role in recruiting and training new professionals for their departments. The certification will not only add value to their credentials but also polish their foresight and analytical skills and prepare them for the global market. The certification is ideal for marketing executives, product planners, R&D executives, seniors in marketing personnel departments, senior position holder in logistics and distribution professionals and for professionals working in executive positions in the marketing information department, and more.

In order to be accepted into the CMMP® program, the candidate must meet specific academic and work experience requirements. The academic requirements to enter each CMMP® level is different such as the candidates must have completed one of the programs including business undergraduate , graduate and doctorate degree programs with some or all of the following business and marketing courses.

Professor Tesfaye Ketsela, President of CCWUM, said: "On behalf of the faculty, students and administrative staff of CCWUM, I would like to express my gratitude to IIMP for designating CCWUM as a Certified Study Center in Malawi. This comes as good news to Malawians who will be taking the opportunity to develop their skills and knowledge thereby pursuing their career dreams by qualifying as certified professionals. The International Institute of Marketing Professionals (IIMP) is progressively establishing itself as a respected center of excellence in Canada and worldwide for its commitment and commendable contribution to empowering scholars and highly respected professionals in their areas of interest.

I would also like to take this opportunity to inform all stakeholders who have a vested interest in the educational development of Malawians that a few months ago IIMP has granted CCWUM full accreditation after a careful review of our Ph.D., MBA and BBA programs, our highly qualified faculty as well as our track record in providing good quality education to Malawians. We feel blessed and honored for this recognition, designation as well as full accreditation by IIMP and look forward to working with its highly qualified team of experts. Your empowering CCWUM will pass on to empowering Malawians."

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: "Malawi is giving another step for the international certification of marketing professionals. The signature of agreement strengthens our relationship with CCUW, in particular, and with Malawi, in general. The university is now not only fully equipped to offer an accredited business degree programs to prepare their graduates to meet all entrance requirements to enter the CMMP® designations, but are also able to foster knowledge and experience of marketing professionals and increase their competitiveness globally with the Executive CMMP® program."

Prof. Dr. Dimitrios P. Kamsaris, Senior Vice President of Accreditation, IIMP, commented: "Columbia Commonwealth University in Malawi from now on can provide the students with accredited degree programs, preparation to enter the CMMP® designations, and knowledge, and global experience. Furthermore, through the Executive CMMP® program the marketing professionals will increase their competitiveness worldwide."

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.

About Columbia Commonwealth University:

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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: <http://www.theiimp.org/cmmp-designation/>

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