



Winners entitle to scholarship

IIMP® invites Marketing Case Competition organizers for partnership

The International Institute of Marketing Professionals (IIMP®) invites case competitions organizers for partnership. IIMP® offers scholarships for Certified Marketing Management Professional (CMMP®) designation.

Toronto, Canada —December 01, 2014 — The International Institute of Marketing Professionals (IIMP®) invites Marketing Case Competitions organizers for students at all levels for partnership. The IIMP® Conference and Awards team extends the "IIMP Collegiate Scholarship Program" to marketing students, who are winners in the reputable marketing competitions at the business schools around the globe.

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.

IIMP® accreditation CMMP® (Certified Marketing Management Professional) is a globally recognized measure of professional and academic excellence in the practice of marketing. This program recognizes 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.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said that: *"IIMP® invites marketing case competitions organizers for students at all level, including college, undergraduate and graduates, to partner. This partnership aims to develop marketing knowledge and better prepare the future marketing professionals. And for that IIMP® offers a collegiate scholarship to entry the CMMP® designation program to the winners of the case competition, which give them the opportunity to become an international certificated student in marketing and step up within competitive world market."*

The IIMP® have partnered with the following case competitions and presented the winning teams with the scholarships:

- Belgrade Business International Case Competition 2014.

<http://www.bbicc.org/partners/friends>

- Manitoba International Marketing Competition and Conference.

<http://umanitoba.ca/news/blogs/blog/2013/01/07/international-marketing-competition-comes-to-manitoba/>

- International Case Conference in Management 3.0, 2014, Hyderabad, India

About IIMP® Collegiate scholarship

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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 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).

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