

IIMP appoints two Certified Study Centres in Saudi Arabia



The International Institute of Marketing Professionals (IIMP®) announces appointment of two new IIMP Certified Study Centres (CSC) in Riyadh, Saudi Arabia. The Bakkah Inc., will offer Associate CMMP® preparation program and AlFaisal International Academy will provide Manager CMMP® preparation program.



Mr. Nisar Butt, President and CEO of IIMP®, stresses that: "We are

very pleased to have Bakkah and AlFaisal International Academy in our community of Certified Study Centers. This is a great opportunity for those living and working in Saudi Arabia to join marketing professionals that already have the CMMP® designation all over the world. This certification is the step missing to move forward in their careers."

Prof. Dimitrios P. Kamsaris Ph.D., Senior Vice President of the Ac-

creditation Committee at IIMP, states: "Bakkah and AlFaisal International Academy are the newest member Study Centers, Certified by IIMP to provide valuable educational services to students in Saudi Arabia. These professionals from these institutions will be able to acquire the CMMP® certification, a tool that will enhance their knowledge of Marketing and boost their career."

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*Winter 2018/19 program registration final deadline: **November 15, 2018***

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Sustainability Reporting: why it's so important

Editorial by: Sandra Pedro, CMMP



"If you can't measure it, you can't improve it."

This quote from Peter Drucker shows how important it is to analyse our actions to better define how to shape our future. Financial reporting is the most common in the corporate realm. The increasing role of sustainability has evolved reporting and it's now become a more holistic business approach to include non-financial data.

A variety of concerns, including pollution, climate change, human rights issues and economic crises, has increased public discourse about the role of business in society and the need for greater transparency, sustainability and responsibility. The practice of disclosing sustainability information not only encourages accountability, but also helps identify and manage risk, and stimulates innovation and new opportunities.

Sustainability reporting requires companies to gather information about processes and impacts that they may not have measured before. This new data can provide them with the knowledge necessary to reduce their use of natural resources, prepare organizations to avoid or mitigate environmental and social risks that might have financial impacts on their busi-

ness, while delivering better business, social, environmental and financial value.

Its benefits goes beyond financial risks and environmental, social and governance (ESG) performance. It increases efficiency and reduces costs with improved operational performance, while improving stakeholder relations, enhancing its reputation and building trust, investor confidence and employee loyalty.

Nowadays, sustainability reporting is a reality taken seriously. It has been adopted by thousands of companies and organizations worldwide. Organizations from private and public sectors, regardless of their size and industry they operate within, can find reporting a way to reflect on present practices and help them to plan their future in a more sustainable system.

Sustainability Reporting Frameworks

GRI

The most widely adopted framework has been the [Global Reporting Initiative \(GRI\)](#) Sustainability Reporting Framework. In the past decades, GRI assists companies and governments in understanding and disclosing their impacts on ESG issues, such as climate change, human rights, governance and social wellbeing. The GRI framework is being revised with multi-stakeholders' contributions based on best practices for greater understanding and transparency about many topics. By continually revising, the GRI has established itself as a leader in reporting.

The GRI Guidelines have been de-

signed to harmonize with other sustainability standards, including the OECD Guidelines for Multinational Organizations, ISO 26000 and the UN Global Compact.

The Natural Step

[The Natural Step](#) is an award-winning organization that assists companies, organizations and civil society around the world. Founded in Sweden, in the late 1980s, co-founders and scientists developed a system-based framework based on scientific evidence and practical tools for a long-term business accomplishments and sustainable society and environmental goals.

The [Future-Fit](#) Business Benchmark is a tool for companies to identify a path for positive change, from production and procurement practices to products and business models, and sets an action plan for maximizing environmental and social benefits.

Bloomberg ESG Data

In 2009, Bloomberg made access to sustainability data available to its subscribers as part of its regular subscription. According to Bloomberg, the number of customers using [ESG data](#) has almost tripled over the past five years to 15,000 users. These users have access to a large amount of information about ESG performance indicators, including financial information, and they can compare it to industry peers. They also have access to Portfolio Carbon Footprint tools to measure and compare portfolio carbon emissions.

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Marketing Trends to watch for until the end of 2018

By Caroline Berryman



The world is changing rapidly and it's becoming more difficult for brands to differentiate and maintain trust with consumers in the ever-changing marketing landscape. Careful planning is critical along with clear and concise key messages. Tactics must be measurable when building new campaigns.

But that's not all. There are some key trends happening that marketers should pay attention to now and in the future. Consumers are putting more trust in other people and content rather than ads they are being exposed to. Studies have shown that its people you know, branded sites, editorial sites and reviews that consumers are relying on as their trusted sources for advertising. A recent study found that about 30% of all internet users are using ad blockers. This is a message to marketers that ads need to be more relevant and valuable to con-

sumers, and it's the reason for the rise in content marketing and social media influencers.

Integrated campaigns and creative distribution tactics that focus on ways to engage audience members will help brands stand out against the competition. An example of a brand that did this well was Porsche, who created a campaign to target Millennials and their desire to drive the iconic sports car – they literally put them in the driver's seat by helping them to visualize themselves as part of the brand story through virtual driving experiences delivered directly into social newsfeeds, ultimately building brand engagement.

Understanding how consumers communicate is very important. To-

day's consumers expect that companies will communicate with them in the ways that they like.

Denny's restaurant chain engages with customers on Twitter in a unique way that is anything but corporate and has a strong and loyal following with its younger, Millennial customers. And don't forget the personal touch – these consumers still like personal forms of communication. This is why it's so important for marketers to be aware of their customers' communication preferences. By doing so, brands build loyalty, trust and free advertising through word of mouth among followers. A simple, but very effective marketing strategy to follow that will help differentiate a brand from its competition.

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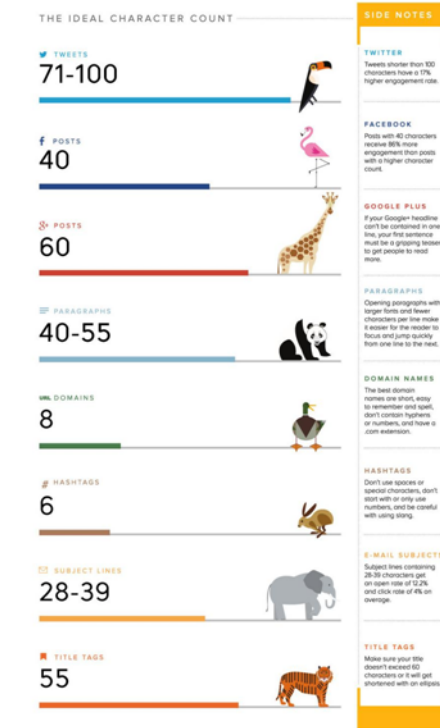
Digital content that will grab attention

By Stephanie McCredie



With so many online distractions these days, how do we grab consumers' attention through our digital content? How do we maintain the reader's attention when we are competing against a barrage of competition streaming in from social media notifications, incoming emails and other constant streams of digital information? The temptation to be distracted and flit from window to window is very real for the reader.

It was once believed that condensing content into summarised points was the answer but this is far from the truth. Search engines are attracted to high quality lengthy content and this can directly lead to more clicks and increased website traffic. Your article, post, or web page should be as long



as it needs to be to not leave any questions unanswered. So instead of reducing your content, use quality, interactive, attention-grabbing content..

Also, consider using evergreen content wherever possible, that is, content that remains relevant all year round without going stale. Evergreen content will remain serving its purpose, educating and informing readers through every season for years after its first publication.

So what's the optimal length for your content? What will it take to get people to engage with your content? Social media tools, SumAll and Buffer decided to get together to answer this infamous question. Their conclusion was: "Every piece of content should be as long or short as it needs to be to convey the message, and no longer!"

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- Coach and mentor members to deliver on their Strategy profession



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Bakkah becomes Certified Study Centre in Saudi Arabia

The International Institute of Marketing Professionals (IIMP®) awards Bakkah Inc., in Saudi Arabia, as IIMP Certified Study Center to offer Associate CMMP preparation courses for CMMP designation.

The IIMP® announces that Bakkah Inc., in Saudi Arabia, join the IIMP Certified Study Center community to offer Associate CMMP® preparation program in Riyadh.

After rigorous assessment, the consulting and training company is now able to deliver training courses for Associate Certified Marketing Management Professional and prepare candidates to write the final exam to earn the CMMP® designation.

The Associate CMMP® designation recognizes those who demonstrate a deep knowledge of marketing, as well as high professional, educational and ethical standards. This designation is introductory level for those professionals belonging to the disciplines other than marketing. In order to be accepted into the program, the candidate must meet specific academic and work experience requirements, which will be evaluated by experts at the IIMP®.

Mr. Nisar Butt, President and CEO of IIMP®, stresses that: *"We are very pleased to have Bakkah in our community of Certified Study Centers. This is a great opportunity for those living and working in Saudi Arabia to join marketing professionals that already have the CMMP® designation all over the world. This certification is the step missing to move forward in their career."*

Prof. Dimitrios P. Kamsaris Ph.D., Senior Vice President of the Accreditation Committee at IIMP®, states: *"Bakkah is the newest member Study Center, Certified by IIMP to provide its valuable educational services to students in Saudi Arabia. Bakkah students and professionals, from now on will be able to acquire the CMMP® certification, a tool that will enhance their knowledge of Marketing and boost their career."*

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.cmmp-designation/>

About Bakkah Inc:

Bakkah is a national consulting and training company formed by multinational professionals that have a wide experience in management consulting and professional training. We develop solutions tailored to our customers' needs. Based on our knowledge, experience and best practices of several industries, we help organizations reach the best decisions to ensure accountability for project success, cost reduction and profit uplifts. Our experts with their sufficient skills enable us to provide solutions ranging from business strategy to the most functional and operative areas.

More information about Bakkah:
<https://bakkah.net.sa>

IIMP awards AlFaisal International Academy as Certified Study Centre

The International Institute of Marketing Professionals (IIMP®) awards AlFaisal International Academy, in Saudi Arabia, as IIMP Certified Study Center to offer preparation courses for Manager CMMP Preparation program.

The IIMP® announces that AlFaisal International Academy, in Riyadh, Saudi Arabia, join the IIMP Certified Study Center community to offer Manager CMMP® preparation courses.

After rigorous assessment, the consulting and training company is now able to deliver training courses for Certified Marketing Management Professional and prepare candidates to write the final exam to earn the Manager CMMP® designation. AlFaisal International Academy is an awarded institution that provides training courses in various areas of knowledge, including management, and additionally is a training center for international certificates.

The Manager CMMP® designation recognizes those who demonstrate a deep knowledge of marketing, as well as high professional, educational and ethical standards. This designation is an intermediate level international certification designed for marketing professionals who are very familiar with various concepts of the discipline of marketing. This certification will enhance the capacity of those professionals and will empower them to better tackle challenges and performance.

Mr. Nisar Butt, President and CEO of IIMP®, stresses that: *"We are very pleased to add ALFAC in our community of Certified Study Centers in Saudi Arabia. This is a great opportunity for strengthen the community of certified marketing professionals in Arabian region. This certification preparation program is the step forward in that direction."*

Prof. Dimitrios P. Kamsaris Ph.D., Senior Vice President of the Accreditation Committee at IIMP®, states: *"I would like to welcome the AlFaisal International Academy in KSA Saudi, as IIMP Certified Study Center to offer preparation courses for Manager CMMP Preparation program. Through this accomplishment the participants will enhance their knowledge of Marketing and boost their career."*

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. Learn more about CMMP®: <http://www.cmp-designation/>

About AlFaisal International Academy:

AlFaisal International Academy, commonly known by its acronym (ALFAC) was found in September 2001 as a privately-owned company to teach,



mainly English as a Second Language and selective IT disciplines, such as Microsoft, Oracle, Cisco and Red Hat. The three founding partners paid up \$5 million as the startup capital. Over the years it has broadened its training sphere to include Management Training in a diverse array of fields, provide standardized Language Testing platforms, such as TOEFL, TOEIC, IELTS, Cambridge Assessment and many others which are administered by Prometric. We also provide Certification and assessment certifications

ALFAC today has four Training Centers, one for males with a capacity to cater to up to 450 trainees in one shift dispersed in 45 auditoriums and Three Female Centers with a total capacity of up to 1000 trainees. Today the ALFAC is a subsidiary of Arabian Education and Training Group, sharing it with seven other companies under the same umbrella. The paid-up capital of the parent Company has enhanced to USD 100 million shared by ten partners, who are local business men.

More information about AlFaisal International Academy: <http://www.alfac.edu.sa>

Sustainability Reporting: why it's so important

Editorial by: Sandra Pedro, CMMP

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According to Bloomberg, it provides company-reported ESG data for almost 9,500 companies in 83 countries and executive compensation data for more than 5,600 companies in 69 countries. It estimates that by the end of this year will be on track to provide ESG data on 13,000 companies.

CDP

[Disclosure Insight Action](#) (former Carbon Disclosure Project) developed a disclosure system that enables organizations to measure and manage their environmental impacts. It gathers information that focuses on climate change, forest and water for environmental performance data, which is transformed into an analysis of environmental risks, opportunities and impacts. Decision makers can use this data and the insights for better decision-making, to help manage risks and to explore more opportunities.

Every year more and more companies around the world issue One Report, which includes sustainability and financial indicators. However, for reporting to be as useful as possible for all – from managers, executives, analysts, investors, shareholders to other stakeholders, it is critical to have access to comprehensible data. And many, especially investors, are still having a need for a framework that allows for a better understanding and easier to compare data from various companies and industries.

Reporting standards in sustainability is a work in progress as companies, investors, employees, consumers, suppliers and others are hungry for data about ESG issues for better decision-making. Combining financial, environmental, social and governance data into one report that illustrates how companies and other organizations can create value over time is essential.

Sustainability practitioners need to get to know the different frameworks and understand how they relate to each other. Financial analysts like clarity and common metrics, so they can benchmark performance. It is also vital that companies take the time to think through their specific societal impacts and build relevant associated KPIs.

Sustainability reporting still has a long way to go. There are already systems in place, which can be adjusted according to the needs and increasing knowledge of its users. Everything can be improved, including reporting - *Kaizen*. A common language may facilitate the understanding of material topics in different disclosure systems, which ought to be the foundation for reflection about the present and the future.

