

IIMP[®] appoints Dar Al Uloom University as Accredited Educational Institution in Saudi Arabia



MARKETING WORLD REVIEW

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The International Institute of Marketing Professionals (IIMP[®]) appoints the Dar Al Uloom University (DAU) in Riyadh, Saudi Arabia, as Accredited Educational Institution. Graduates have now the opportunity to enter the Certified Marketing Management Professional (CMMP[®]) program.

DAU gets competitive advantage with this accreditation by high degree of satisfaction and value to their students, including participation in case competitions and potential increase employability of graduates.

(Marketing major) undergraduate degree program was reviewed and approved to meet academic background qualification in order to enter the Manager CMMP[®] designation. The graduates will qualify for recognition from IIMP (International Institute of Marketing Professionals) equivalent to completion of Associate Certified Marketing Management Professional (CMMP[®]) program. Graduates have now the opportunity to strengthen their knowledge and attain credits for CMMP[®] designation to those who wish to excel in improving their marketing competencies.

The Bachelor of Business Administration

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The revolution is here and there's no turning back

Editorial by Sandra Pedro, CMMP—Editor-in-Chief



The latest Climate Change Conference that took place last month, in Marrakech (Morocco) confirmed what I have been saying: *Sustainable Development is the new Business Model*.

The energy sector is going through a revolution that is changing business. Climate change phenomena and consumers demanding more sustainable products and services are pressuring businesses for revolution. The change has already begun and there's no turning back.

The international commitment for increasing investment in renewable energies and the

adoption of measures to comply with the Paris Agreement Against Climate Change and Sustainable Development confirm there are many business opportunities.

Changing is happening... and fast!

New sources of energy are starting to act as a substitute for oil, coal and nuclear energy power; the number of electric vehicles is increasing as technology evolves; more sustainable houses are being built with new energy and materials used in their construction; consumption of organic food; sustainable products such as clothing made from organic and recycled materials; new technologies that allow us to diminish our footprint; companies that are working directly in developing local communities with their foundations or with projects within local communities... There's no turning back.

As Al Ries mentions on his book [The Origin of Brands](#), these changing conditions in the marketplace create endless opportunities to build new brands or else some of the existing ones will (eventually) die.

Diverge or die

Industries such as oil and gas must reinvent themselves...sooner or later... or they will die. Renewable energy is the future. Livestock must reinvent itself. The current deforestation rate is not sustainable, such as in Amazonia. Entire habitats are being lost. Pollution caused by forest fires (like those in Indonesia) are a major problem and worsen climate changes' conditions.

A good example of divergence (concept defined by Al Ries) is the ecological tourism industry, that has created new and diverse marketplaces, joining (in some cases) sports and nature. Additionally, [it contributes](#) to conservation and research of habitats, increased revenues and contributes to the local development and raises environmental awareness.

Opportunities are out there. We just need to look with open eyes and be conscious that humanity is being pressured for new social, economic, environmental (and political) solutions.

La révolution est ici et il n'y a pas de retour en arrière

La dernière conférence sur le changement climatique qui a eu lieu le mois dernier à Marrakech (Maroc) a confirmé ce que je disais : le développement durable est le nouveau modèle d'affaires.

Le secteur de l'énergie traverse une révolution qui change les affaires. Les phénomènes du changement climatique et les consommateurs qui exigent des produits et des services plus durables exercent une pression sur les entreprises pour une révolution. Le changement a déjà commencé et il n'y a pas de retour en arrière.

L'engagement international pour l'augmentation des investissements dans les énergies renouvelables et l'adoption de mesures pour se conformer à l'Accord de Paris sur le changement climatique et le développement durable confirment l'existence de nombreuses opportunités d'affaires.

Le changement se produit ... et c'est rapide !

De nouvelles sources d'énergie commencent à se substituer au pétrole, au charbon et à l'énergie nucléaire; le nombre de véhicules électriques augmente avec le développement de la technologie; d'avantage de maisons durables sont construites avec des énergies et matériaux nouveaux utilisés dans leur construction; la consommation d'aliments biologiques; les produits durables tels que les vêtements fabriqués à partir de matières organiques et recyclées; les nouvelles technologies qui nous permettent de diminuer notre empreinte; les entreprises qui travaillent directement dans le développement des communautés locales avec leurs fondations ou avec des projets au sein des communautés locales ... Il n'y a aucun retour en arrière.

Comme Al Ries mentionne sur son livre « L'origine des marques », ces conditions changeantes du marché créent des possibilités infinies pour construire de nouvelles marques ou bien certaines marques existantes vont (éventuellement) disparaître.

Diverger ou mourir

Les industries comme le pétrole et le gaz doivent se réinventer ... tôt ou tard ... ou elles vont disparaître. L'énergie renouvelable est l'avenir. Le bétail doit se réinventer. Le taux actuel de déforestation n'est pas durable, comme en Amazonie. Des habitats entiers sont détruits. La pollution causée par les incendies de forêt (comme en Indonésie) constitue un problème majeur et aggrave les conditions du changement climatique.

Un bon exemple de divergence (concept défini par Al Ries) est l'industrie du tourisme écologique, qui a créé des marchés nouveaux et diversifiés, associant (dans certains cas) le sport et la nature. De plus, elle contribue à la conservation et à la recherche des habitats, augmente les revenus et contribue au développement local et sensibilise à l'égard de l'environnement.

Les possibilités sont là. Nous devons simplement regarder avec des yeux ouverts et être conscients que l'humanité est pressée en faveur de nouvelles solutions sociales, économiques, environnementales (et politiques).

Marketing vs. Advertising. Is there really a difference?

Caroline Berryman, CMMP



Recently, I was in a room full of people who were discussing one of my favourite topics, marketing. After listening to people use the terms marketing and advertising interchangeably, I realized there is a lot of confusion about the difference between the two. Marketing and advertising are not the same. Advertising is not marketing. Post cards, signs and email blasts, for example, are not marketing. They are the tactics used in the process of marketing, but they are not “marketing.”

So what is Marketing?

According to Wikipedia, marketing is defined as the “activity, set of institutions and processes for creating, communicating, deliver-

ing and exchanging offerings that have value for customers, clients, partners and society at large.” And according to the Harvard School of Business, “the central role of marketing is in creating, communicating, capturing and sustaining value for an organization. Marketing helps a firm in creating value by better understanding the needs of its customers and providing them with innovative products and services. This value is communicated through a variety of channels as well as through the firm’s branding strategy.”

Neither of these definitions includes the words “email”, “advertising”, or “post cards”? That’s because those things are simply the tactics employed to create customer interest, engage them and get them to respond.

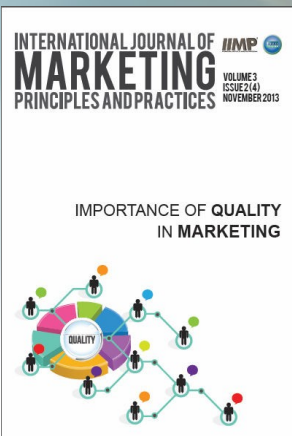
It is important to remember that marketing is a process that is developed and modified over time. Buying an ad, creating a sign or developing an email campaign without an overall strategy or plan is simply a waste of time and money.

Marketing is about understanding the background, purpose and objectives, identifying



the target audience, key messages and tactics.

It’s about planning, scheduling, researching, sourcing and testing. It’s not just about creating a strategy for achieving a 15% response rate on an email campaign or getting 500 coupons as a result of a print advertisement. It’s about changing behaviours and attitudes, maintaining top of mind awareness, educating the marketplace about a product or idea and developing and ensuring consistent branding. Marketing when it’s done well, will achieve results that can be measured and influence future business decisions.



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MARKETING WORLD

REVIEW

Call for Papers for Second Issue of MWR Magazine

The International Institute of Marketing Professionals (IIMP) publishes the quarterly magazine “MarketingWorld Review” to advance marketing professionals’ knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness. Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

The Editor-in-Chief of MarketingWorld Review invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing for its second issue.

The latest technological developments such as social media, online communities, or social networks have all transformed markets and marketing. In this new era, which demands changing classical practices, customers and companies are both empowered with many capabilities such as easy access to information or ability of multi-way communication. Within this broader networked customer-company relationships, customers are actively engaging with the companies in every aspect and have an influence on marketing decisions at an increased level. However, both scholars and practitioners also address potential risks and challenges that companies face associated with this new era of connected marketing.

The second issue of the MarketingWorld Review will focus on the latest thinking, principles, and best practices on the field of marketing, that reflects the challenges and opportunities in a digitally-empowered and connected world. We welcome submissions which may be case studies, market analyses, interviews, and research papers employing a range of theoretical and methodological approaches and which provide future research directions and in-depth strategic marketing implications for today's marketers.

All topics reflecting the latest thought in marketing are welcomed. The deadline for initial **submission to the second issue is January 15, 2017**. The review process will feature a maximum of two rounds and final decisions will be made before January 30, 2017. Authors are referred to the MarketingWorld Review Author Guidelines in the preparation of their manuscripts at <http://www.theiimp.org/magazine/> or at <http://www.theiimp.org/PDF/MWR-GUIDELINES.pdf>. Submissions are to be made to magazine@theiimp.org.

Asli Kuscü
Editor-in-Chief
MarketingWorld Review

Catheljin Van Haaren, top graduate at BPP University, receives IIMP Scholarship to enter CMMP designation

Catheljin Van Haaren, top graduate at BPP University, receives IIMP Scholarship to enter CMMP designation

The International Institute of Marketing Professionals (IIMP®) granted top graduate student at the BPP University with IIMP® Collegiate Scholarship to enter CMMP® designation program.

The International Institute of Marketing Professionals (IIMP®) awarded Catheljin Van Haaren with IIMP Collegiate Scholarship to enter Certified Marketing Management Professional (CMMP®) for graduating at the highest position in the IIMP accredited, MSc International Marketing degree program at the BPP University, United Kingdom.

She has just completed the IIMP® Accredited, MSc International Marketing course top of the class, with distinction. In her Consultancy Project, Catheljin Van Haaren investigated the key success factors online consumer brands should adopt to engage European Millennial users. She approached the project with dedication and clearly demonstrated a thorough understanding of research and (digital) marketing practice.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *"It is a pleasure to grant a scholarship to enter CMMP® designation to top students. Today's challenges imposed to marketing professionals are greater than ever and continuous knowledge update is crucial for professional success. Ms. Catheljin Van Haaren shows strong commitment with her professional career in marketing. We – at IIMP® - wish all the best on her professional path and welcome to CMMP® designation program."*

Catheljin Van Haaren said: *"After having worked for a year in Amsterdam at a renowned Marketing & PR agency I decided to study Marketing more in depth, by doing a*

MSc International Marketing at the BPP University in London. During this year I have been able to broaden my knowledge across all Marketing disciplines, while working together with students from all over the world. The relatively small class size at BPP and the practice-oriented way of teaching, makes students act as professionals and prepared me for real-life situations. Completing my MSc contributed significantly to my career, as it created a sense of trust amongst employers. I now managed to get my dream job at a professional Digital Marketing education company (The Talent Institute), where I manage the online marketing and help in growing the company."

CMMP® Collegiate Scholarship Program:

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. Learn more: <http://www.theiimp.org/iimp-collegiate-scholarship-program/>

About BPP University:

The BPP Professional Education Group, founded by Alan Brierley, Richard Price and Charles Prior (Brierley, Price and Prior) is a global education provider delivering world-class professional and academic qualifications. The group delivers programmes across the UK and through innovative online learning platforms internationally. BPP University, is part of the BPP Professional Education Group, and has its own degree-awarding powers as approved by the UK Privy Council.



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The IIMP publishing team is looking for Regional Public Relations professionals. IIMP® Public Relations team is looking for local stories, case studies and marketing professionals from around the world. Be part of this great team and let us discover more about marketing in your country. The IIMP's Human Resource team is inviting applications to fill the following volunteer roles:

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MARKETING WORLD



REVIEW

Volunteers Needed for Editorial/Support Team

The International Institute of Marketing Professionals is a leading global professional association dedicated to developing and implementing marketing standards in order to advance marketing practice world-wide.

Currently, we seek volunteers to enhance our editorial and support team (see following list of roles) to publish a quarterly periodical named "MarketingWorld Review Magazine". The publication will be distributed to marketing practitioners all around the world in 192 countries.

Team roles include Section editors for Market analysis and General Articles, Reviewers, Contributing writers, Graphic designer and Salespersons (sales incentive will be provided).

If you are interested in contributing and taking on one of the above mentioned roles,

please write to hr@theiimp.org

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DAU gets competitive advantage with this accreditation by high degree of satisfaction and value to their students, including participation in case competitions and potential increase employability of graduates.

The Bachelor of Business Administration (Marketing major) undergraduate degree program was reviewed and approved to meet academic background qualification in order to enter the Manager CMMP® designation.

The graduates will qualify for recognition from IIMP (International Institute of Marketing Professionals) equivalent to completion of Certified Marketing Management Professional Associate CMMP® program. Graduates have now the opportunity to strengthen their knowledge and attain credits for CMMP® designation to those who wish to excel in improving their marketing competencies.

Mr. Nisar Butt, President and CEO of IIMP®, stresses: "Is great to have DAU among other

academic institutions with IIMP® recognition in Middle East. It strengthen the marketing academic realm and students opportunity to enhance their skills with professional certification after completing the CMMP® program. Each calendar year, the IIMP® will grant the IIMP® Collegiate scholarship to a graduating student who will secure the highest position in the accredited Bachelor of Business Administration (Marketing major) degree program."

Professor Dimitrios P. Kamsaris, Senior Vice President of the Academic Accreditation Committee of IIMP®, states: "Ahlan wasahlan Dar Al Uloom University, to the IIMP® growing family. Dar Al Uloom University, of Riyadh, Kingdom of Saudi Arabia, our new academic institution in the Gulf Cooperation Council (GCC) countries, provide the opportunity to students of Marketing to earn professional certification and expertise, after the implementation the CMMP® program."

About DAR ALULOOM UNIVERSITY (DAU):

Dar Al-Uloom University is a leading well established private institution offers, through the Bachelor's, and Master's degrees it conducts, professional under- and post-graduate education, research and public services. DAU is committed to the provision of high standards and academic excellence, as well as effective leadership, in all aspects of its teaching, learning, research, and community services. Dar Al-Uloom University currently is organized academically into five Colleges named: College of Business Administration, College of Law, College of Architecture and Digital Design, College of Medicine, and College of Dentistry. The graduates of Dar Al-Uloom University equipped with the needed knowledge and skills to act professionally in all government, and business sectors, in addition to to participate in the development and achievement of Kingdom of Saudi Arabia 2030 vision.

Website: <http://dau.edu.sa/en/>

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