



IIMP[®] is moving forward and so it is our newsletter. From now, it is published monthly with news, testimonies and updates. IIMP[®] editorial team is looking forward for the contribution of all IIMP[®] members for paper submission until 25th of each month. Don't be shine and send us your testimony or paper about marketing issues.

IIMP IS CLOSER TO ITS MEMBERS WITH A MONTHLY NEWSLETTER

IIMP Presents University of Manitoba Students with Scholarships to enter CMMP[®] designations

The IIMP[®] granted four individual scholarships into the Certified Marketing Management professional (CMMP[®]) program, winners of the Manitoba International Marketing Competition. This is the first edition of the Collegiate Scholarship Program of CMMP[®], in partnership with Manitoba International Marketing Competition, of Asper Business School, Manitoba University, in Canada. [Read more page 2](#)

IIMP[®] launches scholarships for researchers

The International Institute of Marketing Professionals (IIMP[®]) has launched the CMMP[®] Scholarship for Researchers (CSR) for its Certified Marketing Management Professional (CMMP[®]) designations. This scholarship will be awarded to those researchers and higher education research students who will be winners in presenting the best papers in IIMP collaborated conferences. [Read more page 2](#)

IIMP[®] launches Student Ambassador Program

The International Institute of Marketing Professionals (IIMP[®]) is launching the IIMP[®] Student Ambassador Program (ISAP) for marketing students, giving them the competitive edge to advance their careers. This program allows student ambassadors to connect on a global network that aims to provide valuable insight about the progressive marketing field and its contribution to the industry growth. [Read more page 3](#)

IIMP[®] launches International Scholarship Program

The International Institute of Marketing Professionals (IIMP[®]) has launched IIMP-International Scholarship Program (ISP) for its CMMP[®] designations for the session 2014-2015. IIMP - ISP is intended to be awarded to those graduates and post graduate students pursuing their Bachelor and Master degrees with majors in Marketing. [Read more page 3](#)



The Global Institute for Information Technology Management is a leader in providing IT education to IT and non IT executives globally. As an IIMP[®] Authorized Professional Training Center, the GIIM offers the following certification programs to prepare candidates to participate in writing the final integrated exam to receive a globally-recognized CMMP (Certified Marketing Management Professional) Designation:

- Executive CMMP Preparation
- Chartered CMMP Preparation



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EDITORIAL TEAM:

Dr. Chuck M. Hermans
Senior Vice-President Global Marketing

Sandra Pedro
Senior Public Relations



Dear fellows,

I am delighted to witness lofty motivation and immense progress of our teams at a number of fronts, which has resultantly propelled the frequency of newsletter publishing from quarterly to monthly. We aim to keep our network abreast with updates and achievements that take place around us. The month of January has been enormously progressive. We have been joined by over 30 new volunteers that has broaden the global functional network. Our current team consists of active country managers in 70 countries. These professionals are profoundly engaged in spreading the IIMP's products and services within their territories.

The year 2014 started with a great opening of IIMP's presence at the International Marketing Competition and Conference where scholarships were awarded to four winning team members.

This year we aim to implement the IIMP International Scholarship to a number of countries on need basis. The scholarship will provide competent candidates with subsidy for tuition in order to facilitate access to CMMP® program. The IIMP Student Ambassador is another great initiative that has been announced it aims to connect marketing students to the real

world and aid with networking and tools to advance their careers within the discipline. Another milestone has been reached at IIMP by offering the "CMMP Scholarship for Research" to researchers and students of higher education across the world. Working within the leadership of Amjad Shamim, VP Conferences and Awards, the team is finalized honorary certifications to be awarded to CMMP handbook authors and reviewers in recognition of their exceptional contribution to the development of CMMP program.

I like to share with you that our marketing standards committee has rolled a long waited first draft of Internationally Accepted Marketing Standards (IAMS) Guide that will be circulated to the entire advisory members for their feedback and further enhancement.

I am thank you to all IIMP team members and advisors for the contribution in make the organization useful for the industry.

I cordially welcome new team members aboard and thank to all participants for fulfilling their roles.

All the best,

Nisar Butt, MBA, DBA Scholar
President and Chief Executive Officer IIMP
nbutt@theiimp.org

CMMP®
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

Move Forward With a Global Perspective

The Certified Marketing Management Professional (CMMP®) designation is the result of work conducted by marketing professionals, consultants and academic leaders representing 192 countries. It is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing.

Accepting applications for:

- Spring 2014 session until February 18, 2014.
- Summer 2014 session until March 29, 2014.

www.theiimp.org/cmmp-designation



CMMP®
designation
holder

Testimonial from Ray Ierino

Being part of the IIMP and completing the CMMP® designation is an honor and achievement on its own. I recommend the CMMP® designation for any Marketing professional out there, it covers all areas of Marketing and adds credibility, importance and value to Marketing as a profession in today's ever changing and challenging business world. I am proud to being a member of the IIMP and of achieving the CMMP® designation.

Profile:

Disciplined marketing professional with over 10 years experience in business relations from the client and vendor side, service and retail industry. Skilled in communications, producing and implementing marketing campaigns, branding, market research, project management, consulting, website management, client and vendor relations. Excellent problem solving skills, detail oriented along with being very analytical in communicating ideas in decision making situations to help improve business. Constantly addressing new ideas and identifying market opportunities to increase business and revenues.

IIMP Presents University of Manitoba Students with Scholarships to enter CMMP® designations



Winners: Ashley Williams, Graham Halford, Ryan Suchit and Scott Friesen

The International Institute of Marketing Professionals (IIMP®), a not for profit volunteer marketing organization, granted four individual scholarships into the Certified Marketing Management professional (CMMP®) program, winners of the Manitoba International Marketing Competition. This is the first edition of the Collegiate Scholarship Program of CMMP®, in partnership with Manitoba

International Marketing Competition, of Asper Business School, Manitoba University, in Canada.

The winners are Ashley Williams, Graham Halford, Ryan Suchit and Scott Friesen. The scholarship will subsidize entry into the CMMP® program, which will provide rigorous professional skills to prepare candidates to receive CMMP® designation upon successful completion. Ryan Caligiuri, Director of Internationally Accepted Marketing Standards

Committee was in attendance at the Manitoba International Marketing Competition as representative of IIMP® and presented the awards to the winners.

Jayd Christie, Manitoba International Marketing Competition and Conference Co-Chair said: "This year marked the 32nd Annual Manitoba International Marketing Competition and Conference. We are always looking for ways to improve our event and provide the best opportunities we can for our students. This year we were excited to announce a partnership with IIMP. With the IIMP Collegiate Scholarship Program we were able to provide each team member of the winning team with the IIMP Collegiate Scholarship. This will assist our winning team in expanding their marketing knowledge and obtaining their CMMP® designation. We loved working with the individuals at IIMP and are very grateful for their generous contributions to enrich our attendees experience."

Ryan Caligiuri, Director of International Accepted Marketing Standards with IIMP® said: "It was a great honour to present the four winners from the University of Manitoba with scholarships. The future of marketing certainly looks bright and with the training provided from a CMMP designation it will look even better." Learn more about Collegiate scholarship: www.theiimp.org/csp

IIMP® launches Scholarships for Researchers

The International Institute of Marketing Professionals (IIMP®) has launched the CMMP® Scholarship for Researchers (CSR) for its Certified Marketing Management Professional (CMMP®) designations. This scholarship is intended to be awarded to those researchers and higher education research students who will be winners in presenting the best papers in IIMP collaborated conferences in the areas as

marketing, sales, advertising, logistics and business around the globe.

The CSR will subsidize full tuition fee for entry into the CMMP® program to prepare candidates to receive CMMP® title, a globally-recognized professional designation, upon successful completion. The CMMP® program will be offered to the unique research paper presenters in IIMP collaborated conferences based upon their academic

backgrounds.

Nisar Butt, President and Chief Executive Officer of IIMP®, said: "This program was designed for researchers and high education research students to have an opportunity for entry into the CMMP® program and hold a title that will strengthen their skills and distinguish them all across the world."

Learn more: www.theiimp.org/csr

Undergraduate and Postgraduate students IIMP® launches Student Ambassador Program

The International Institute of Marketing Professionals (IIMP®) is launching the IIMP® Student Ambassador Program (ISAP) for marketing students, giving them the competitive edge to advance their careers. This program allows student ambassadors to connect on a global network that aims to provide valuable insight about the progressive marketing field and its contribution to the industry growth. As a team member, the student ambassadors will gain opportunities to build on leadership skills, thus giving them the competitive edge to advance their careers.

Student ambassadors will act as liaison between IIMP® and their educational institutions. As student ambassadors will gain

membership as an IIMP® student member, discounted rates on events and educational programs and discounts on subscription to IIMP® publications, exclusive access to online membership directory, opportunities to network with leading marketing professionals from across the world, opportunities for personal development through educational and training programs, as other benefits.

Those who are interested to join the ISAP must be enrolled in full/time in any of the communication college, undergraduate and postgraduate education program, preferably as student member of local Marketing Association/Society, have already been member of University/College Extra Curricular Club/Society and show active participation in student activities and can

organize an event, must have good academic record, possess a good written and oral communication and be available to dedicate 10 hours per month to the IIMP® projects.

Nisar Butt, President and CEO of IIMP®, said: *"This program was designed for students have the opportunity to connect with international marketing community since early stage in their professional path. The access to knowledge and networking as Student Ambassador given them the competitive edge to advance in their careers."*

How To apply:

Those who are interested in becoming an IIMP® Student Ambassador Program (ISAP), visit the link and complete the online application for consideration and assessment: www.theiimp.org/volunteer-online-application

For CMMP® designations

IIMP® launches International Scholarship Program

The International Institute of Marketing Professionals (IIMP®) has launched IIMP-International Scholarship Program (ISP) for its CMMP® designations for the session 2014-2015. IIMP - ISP is intended to be awarded to those graduates and post graduate students pursuing their Bachelor and Master degrees with majors in Marketing.

The scholarship will subsidize entry into the CMMP® program to prepare candidates to receive CMMP® designation. The scholarship winners will be required to demonstrate academic and professional requirements in order to enter the CMMP® designation. The CMMP® program will be offered to the competition winners based upon their academic backgrounds. Those who want to

apply for this scholarship have to respect the following eligibility criteria:

- Must student a regular student of BBA/BS or MBA/MS with any of the Higher Education Commission (HEC) or other relevant governmental bodies recognized institutions.
- The applicant should be in the final semester and maintaining CGPA 3.5 and above.
- The applicant must pass the IIMP-Canada standardized written examination covering the basic, generic and modern concepts in the discipline of marketing with at least 80% marks.
- He/ She has taken any of the mentioned subjects in his/her final semester of graduation/post graduation, i.e. marketing management, marketing strategy, consumer behavior, customer services management, international marketing,

supply chain management, sales management and advertising, marketing research, product development

- The applicant will submit the IIMP-International Scholarship Program (ISP) application processing non-refundable fee Canadian \$50.
- The applications must be received within the specified deadline mentioned by IIMP®.
- The applicant must submit his/her resume with his/her latest picture for issuing his examination registration number and nearest Examination Center in each country.

Nisar Butt, President and CEO of IIMP®, said: *"This scholarship program demonstrates the importance of the CMMP® designations for future marketing professionals and their recognition by academic institutions."*

Learn more: www.theiimp.org/isp



Amjad Shamim

Vice President,
Conferences

CAC is striving for collaborate effort to serve marketing community around the globe

I am very much thankful to all those who directly or indirectly supported Conferences and Awards Committee (CAC). As a consequence, CAC has taken number of progressive steps to better serve the community. This time, I am pleased to share the achievements of CAC during last six months.

Introduction of International Scholarship Program (ISP)

Early 2014, CAC, in collaboration with International Institute of Marketing Professional (IIMP®), announced the International Scholarship Program (ISP). This program is unique in nature as it is a token of recognition and support to the high achieving marketing professionals around the globe. The scholarship intends to subsidize full tuition fee (\$1000 CAD) for entry into the Certified Marketing Management Professional (CMMP®) program which will provide rigorous professional skills to prepare candidates to receive CMMP® title, a globally-recognized professional designation, upon successfully completion. I hope this step

will help to identify the best contributors in marketing principles and practices in the form of unique research papers, articles, ideas and advancement in theory, and to further strengthen their skills through CMMP® designation.

Certification for CMMP® Handbook Authors and Reviewers

We are very much thankful to authors and reviewers of the CMMP® Handbook. In order to recognize their efforts in contributing for CMMP® Handbook, the CAC is working towards presenting the following certifications:

- CMMP Handbook Authorship
- CMMP Handbook Reviewer

IIMP® Partnership with Manitoba International Marketing Conference and Competition

We have successfully arranged partnership of IIMP® with Manitoba International Marketing Conference and Competition held on January 8 – 11, 2014. IIMP® granted four individual scholarships into the CMMP® program, winners of the Manitoba International Marketing Competition. This is the first edition of the Collegiate Scholarship Program of CMMP®, in partnership with Manitoba International Marketing Competition, of Asper Business School, Manitoba University, in Canada.

IIMP® Partnership with Data Marketing Conference at Toronto, Canada

CAC signed partnership of IIMP® with Data Marketing Conference and Exhibition 2013 at Toronto held on December 9th and 10th, 2013. The CMMP® Canada represented IIMP® at the exhibition. This

two-day event gathered specialists from diverse business areas around data and technology, where they directly accessed information on IIMP® accreditation of CMMP®.

IIMP® Partnership proposals in process

We are also in the processes of signing partnership with 5th Global Islamic Marketing Conference to be held in April 22 – 24, in Kuala Lumpur, Malaysia.

Appointment of Dr. Roudaina Houjeir as Head of International Scholarship Program

We warmly welcome Dr. Roudaina Houjeir to join us as Head of International Scholarship Program. She will supervise and provide support in implementing the "IIMP® International Scholarship" across the world on need basis.

Dr. Houjeir is PhD in Marketing from University of Westminster, UK and currently serving as Lecturer of Marketing at Al Ain Women's College, Higher Colleges of Technology, UAE. At IIMP®, she is serving Associate Vice President, Conferences and Awards Committee since 2013. We are sure that under her leadership, ISP will select best marketing professionals for the award of scholarship for CMMP® designation around the globe.

At the end, I am again thankful to all contributors and supporters of Conferences and Awards Committee. I hope with your continued support, we will achieve much more in coming days.

Amjad Shamim, MBA, MS, PhD (Candidate Vice President, Conferences & Awards



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