

The IIMP® appoints BPP University, the first in the United Kingdom, as the IIMP® Accredited Education Institution to offer an MSc International Marketing degree programme.

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## IIMP APPOINTS BPP UNIVERSITY AS ACCREDITED EDUCATION INSTITUTION

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requirements, including marketing and non-marketing courses, to prepare the programme to enter the CMMP® programme. IIMP® designation holders gain a competitive edge in the global marketing industry by achieving a high level of competencies that can be demonstrated on a professional level. CMMP® designations will provide marketing practitioners with the specialised knowledge, confidence and...

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The CMMP® designation is a globally recognized and well respected measure of professional and academic excellence in the practice of marketing

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International Institute of Marketing Professionals (IIMP®) partners the Atelier Redefining the Muse Marketing, hosted by IBA Marketing Club, as media partner, for the second year.

**Editorial Team:**  
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**INTERNATIONAL JOURNAL OF  
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## **INTEGRITY, KNOWLEDGE, EXCELLENCE AND PROFESSIONALISM**

**Are you looking for ways to expand your professional marketing expertise to a greater reach? What if your personal credentials opened up possibilities in other markets, is that something that would interest you?**

The accreditation CMMP<sup>®</sup> (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing. It recognizes the perseverance, dedication and competence of successful marketing professionals all around the world. Those who earn the CMMP<sup>®</sup> 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.

The CMMP<sup>®</sup> program is designed for industry professionals and is considered to be the mark of distinction for those who demonstrate commitment to the marketing profession and to its ethical practice. The CMMP<sup>®</sup> 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.

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[www.theiimp.org/cmmp\\_designation](http://www.theiimp.org/cmmp_designation)**



Message from the president..

## Supporting Reputable Academic Institutions Globally

By Nisar Butt - MBA, DBA Scholar, President and CEO of IIMP®  
nbutt@theiimp.org

Dear Fellows,

One of the primary objectives of IIMP has been to support the reputable academic educational institutions with an ultimate goal to empower marketing professionals around the globe. In addition to other educational institutions in different parts of the world, recently the academic accreditation committee at the IIMP have appointed the BPP University, the first in the United Kingdom, as the IIMP® Accredited Educational Institution to offer MSc International Marketing degree program that includes all mandatory marketing and non-marketing courses to prepare their alumni to be accepted into the Certified Marketing Manage-

ment Professional (CMMP) program. We are pleased to welcome BPP University aboard as an accredited institution where students and professionals will have the opportunity to access the CMMP® designation programme. The International Institute of Marketing Professionals (IIMP®) has recently launched an initiative where we will grant the IIMP® Collegiate Scholarship to top students who secure the highest positions in their diploma or degree programs offered by the IIMP® Accredited Educational Institutions all over the world. Granting the IIMP® Collegiate Scholarship to the best students is a way to award them for all hard work and motivate them enhancing their skills and knowledge. Today, we have to look to the market as global, where competition is high. To stand out from the crowd is challenging and

the CMMP® designation open doors by branding them with excellence. The IIMP® invites reputable Academic institutions from around the world to partner with the purpose of developing the marketing profession and its professionals.

All the best,  
Nisar Butt, MBA, DBA Scholar

## Soutenir Globalement les Institutions Académiques Réputées

Chers Collègues,

Un des principaux objectifs de l'IIMP a été de soutenir les institutions d'enseignement académiques réputées avec un but ultime d'habiliter les professionnels du marketing à travers le monde. En plus d'autres institutions d'enseignement dans différentes parties du monde, récemment, le comité d'accréditation académique à l'IIMP a désigné l'Université BPP, la première au Royaume-Uni, à offrir un programme d'étude en MSc International Marketing qui inclut tous les cours obligatoires en marketing et non-marketing pour préparer leurs diplômés à être acceptés dans le programme Certified Marketing Management Professionnel (CMMP). Nous sommes heureux d'accueillir l'Université BPP dans notre communauté comme une institution accréditée où les étudiants et les pro-

fessionnels auront l'opportunité d'accéder au programme de désignation CMMP®. L'Institut International des Professionnels du Marketing (IIMP®) a récemment lancé une initiative où nous allons accorder la bourse IIMP® Collegiate Scholarship aux meilleurs étudiants qui obtiendraient les plus hautes positions dans leurs diplômes ou programmes d'études offerts par les institutions d'enseignement agréés IIMP® partout dans le monde. L'octroi de la bourse IIMP® Collegiate Scholarship aux meilleurs étudiants est un moyen de les récompenser pour tout le dur travail et de les motiver à renforcer leurs compétences et connaissances. Aujourd'hui, nous devons voir le marché comme étant global, où la concurrence est forte. Se démarquer de la masse est difficile et

la désignation CMMP® leur apporte des solutions en les certifiant du signe de l'excellence. L'IIMP® invite les institutions académiques réputées du monde entier à devenir partenaire dans le but de développer la profession de marketing et de ses professionnels.

Cordialement,  
Nisar Butt, MBA, DBA Scholar



## The Renaissance of Marketing Tools and Methods

By Christophe Bisson, Ph.D., President IAMS Board, Kadir Has University, Istanbul  
 cbisson@khas.edu.tr

Dear Fellows,

All economic sectors entered into a new business area which can be construed as a Renaissance due to the Big Data phenomenon that is going to accelerate with the Internet of Things. In a world where competition has become fierce, the data and information wave renders change as the only certainty. It will trigger an upheaval in the market where dominant players might lose their competitive position. Yet, small companies could grow exponentially and even challenge the big ones if they find the ways to better cope with Big Data. More than ever, only those who can anticipate impending issues rather

than reacting will be the leaders in any given sector. Therefore, it has become clear that the usual marketing decision tools and methods have limitations. Obviously, the power of computer algorithms is increasing but not at the same pace of data and information. Hence, the scope of marketing analytical capability will shrink to become the standard for many organizations while having a fiercer competition which could be fatal! The implementation of Marketing Early Warning System (MEWS) and its tools is one way to overcome these limitations and to strengthen marketing planning and marketing strategies. The persons who will follow the Certified Marketing Management Professional (CMMP®) program will be trained to MEWS. Thus, they will be better prepared compared to those who did not follow such cursus and will be able to help private and public organi-

zations to make marketing decisions more correctly and quickly in comparison to their competitors. CMMP® designation which integrate MEWS, has been recognized by the Ministry of Training Colleges and Universities, in Canada, and he is growingly a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing. IIMP® by having the widest advisory network throughout the world (representing 192 countries) is growing at the pace of data, information and can naturally help any organization in the world!

Sincerely,  
 Christophe Bisson, PH.D

## La Renaissance des outils et méthodes de marketing

Chers Collègues,

Tous les secteurs économiques sont entrés dans une nouvelle ère qui peut être interprétée comme une Renaissance en raison du phénomène de 'Big Data' qui va s'accélérer avec l'internet des objets. Dans un monde où la concurrence est devenue féroce, la vague de données et d'informations rend le changement comme étant la seule certitude. Il va déclencher un bouleversement dans le marché où les entreprises dominantes pourraient perdre leur position concurrentielle. Et, les petites entreprises pourraient croître de façon exponentielle et même défier les grandes entreprises si elles trouvent les moyens de mieux faire face au 'Big Data'. Plus que jamais, seuls ceux qui peuvent anticiper les problèmes imminents plutôt que d'y réagir seront les leaders dans tout secteur donné. Par conséquent, il est devenu clair que les outils et les méthodes habituels d'aide à la décision marketing sont limités. Bien entendu, la puissance des

algorithmes informatiques augmente, mais pas à la même cadence que celle des données et de l'information. Ainsi, la portée de la capacité d'analyse marketing va diminuer et devenir la norme pour de nombreuses organisations qui vont subir en même temps une intensification de la concurrence qui pourrait leur être fatale! La mise en œuvre du Système Marketing de Signaux Précoces (SMSP) et de ses outils est une façon de surmonter ces limitations et de renforcer le planning marketing et les stratégies marketing. Les personnes qui suivront le programme Certified Marketing Management Professional (CMMP®) seront formées au SMSP. Ainsi, elles seront mieux préparées comparativement à celles qui n'auront pas suivi ce cursus et elles seront en mesure d'aider les organisations privées et publiques à prendre de meilleures décisions marketing et plus rapidement par rapport à leurs concurrents. La désignation

CMMP® qui intègre le SMSP, a été reconnue par le Ministère de la Formation, des Collèges et des Universités, au Canada, et est de façon croissante, mondialement reconnue et constitue une mesure très respectée de l'excellence professionnelle et académique dans la pratique du marketing. IIMP® en ayant le plus large réseau consultatif dans le monde entier (représentant 192 pays) se développe au rythme des données, des informations et peut naturellement aider toute organisation dans le monde!

Cordialement,  
 Christophe Bisson, Ph.D.



**BPP**  
UNIVERSITY

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# IIMP® appoints BPP University as Accredited Education Institution



Nisar Butt, President and Chief Executive Officer of IIMP®, said: "We are very pleased to have BPP University as the first British academic institution as an IIMP® Accredited Educational Institution in the United Kingdom. An institution where students and professionals have the opportunity to access the CMMP® designation programme." Prof. Dimitrios P. Kamsaris, Senior Vice President and Academic Accreditation Committee of IIMP®, said: "I truly appreciate the commitment and contribution of the Academic Accreditation Committee's senior team members at IIMP® who were involved in reviewing the "MSc International Marketing" degree programme and BPP University. BPP University graduates will benefit by the value that the CMMP® designation as it will add

to their profession by preparing them for the present and future demanding and challenging world." Academic institutions have gone through an assessment programme offered by the IIMP® and have achieved a status of an "IIMP® Accredited Educational Institution". These institutions are equipped to deliver training courses for completing the necessary topics of CMMP® designations in accordance to contents stated in the CMMP® handbook and prepare candidates to write final exam given by the IIMP®'s head office, in order to earn CMMP® designations.

**John Mantikas**, Head of Post-graduate Programmes at BPP University's Business School stated:

*"We are delighted to be associated with IIMP. We share a commitment in promoting marketing education and practices in the international arena. At BPP University we believe that students need to be given an opportunity to develop practical skills that are research informed and reflect on market dynamics, in addition to solid academic underpinnings. We find that our approach makes a significant impact on career choices and employability to our students. We help educate students from over half of the countries across the globe in our study centres across the UK. We look forward to working with IIMP in building BPP University student capabilities."*

## About BPP University:

Voted the UK's Best Higher Education Provider by Education Investor Magazine in 2013, we are the UK's only university solely dedicated to business and the professions. Our links with leading businesses and organisations allow us to provide our students with a highly regarded professional education. Our programmes are designed in partnership with employers and respected professionals in the fields of law, business, finance and health. Our tutors, most of whom have real-world practitioner experience, not only ensure our students have the practical skills and academic knowledge needed for success, but that they also have the competitive edge that makes them stand out in the competitive jobs market.

Website: <http://www.bppuniversity.ac.uk>





## Virginia Quon

CMMP<sup>®</sup> Holder Designation - Master of International Business, BBA, Marketing Management Specialist & Business Development Strategist

"The CMMP Handbook provides insight into all areas and levels of marketing management which allows for professional development, evaluation, and assessment. Earning the CMMP designation has given me the confidence and qualifications to extend my expertise to a boarder range of Marketing related career opportunities."



## Camille Bent Jarret

Country Manager for Jamaica

Known for her strong business acumen and track record in achieving and implementing marketing objectives that are aligned with business goals, Camille Bent Jarrett success in the marketing industry has become unparalleled. Her strong marketing, promotions and communications skills, coupled with over ten years of experience have resulted in immeasurable success across the Telecoms, Banking, and Investments sectors. A strategic, resourceful and innovative individual who demonstrates significant drive and determination in the design, implementation and execution of revolutionary, cutting edge marketing programs aimed at delivering value to all stakeholders, Camille Bent-Jarrett has won performance driven

awards for her consistent hard work. She is a proactive leader, team builder and tactical planner who possesses the skill sets to attract and secure key players in building strong and lasting business relationships. Currently, Camille Bent-Jarrett is a Lecturer at the University of Technology in the Marketing Division. Prior to that role, she held high functioning marketing positions at Digi-cel, First Global Bank and the former First Global Financial Services Ltd. She is a graduate of the University of Leicester and the University of Technology where she obtained an MSc and BBA in Marketing, respectively.

## Reading suggestion from:

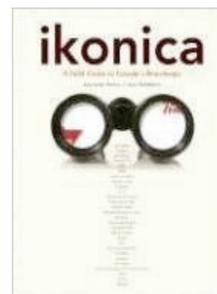


## Caroline Berryman

CMMP<sup>®</sup>, Supervisor, Marketing & Communications - Office of the Commissioner, Transportation Services  
The Regional Municipality of York

Ikonica is the first book about Canada's unique brand history. Written by Jeannette Hanna and Alan Middleton, it provides insight into the early development of Canada's best-known brands, from the Hudson's Bay Company to Blackberry. The book highlights companies that are moving towards a unique brand, as well as those that have succeeded and those that have failed. The authors have years of experience as brand strategists and are able to provide an inside look at the major players in Canadian branding, from global success stories like the Four Seasons Hotels to Canadian newcomers like WestJet. The writers'

analysis shows what it takes for Canadian brands to go above and beyond to make a mark in the global market place.



Ikonica – a Field guide to Canada's Brandscape  
by J. Hanna and A. Middleton



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June 15-16

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Hormel Foods, Vice President, Corporate Communications

Patagonia, Global Digital Marketing and Social Media Manager

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Jaguar Land Rover, VP Brand

Pet360, Chief Marketing Officer

Wells Fargo, Senior Vice-President, Social Strategy

Verizon Wireless, Director of Marketing

Forbes, Chief Insights Officer

American Express, Director, Corporate Affairs and Communications

Cathay Pacific, Digital and Ecommerce Manager

Dunkin' Brands, Director - Guest &amp; Franchisee Relations

MTV, SVP Consumer Marketing

Spotify, VP Customer Service - Online and Social Media

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IIMP® 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 lets us discover more about marketing in your country.

**Viens faire part de notre équipe!**

IIMP® cherche Relation Publique Régionale pour histoires locales, case studies et marketing professionnelles dans tout le monde. Viens faire part de cette équipe phénoménal pour tout le monde savoir plus sur le marketing en ton pays.