



## **IIMP® appoints the Cave Hill Campus of the University of West Indies as**

### **Accredited Educational Institution in Barbados**

*The International Institute of Marketing Professionals (IIMP®) has recognised the Cave Hill Campus of the University of West Indies (UWI), domiciled in Barbados, as an IIMP Accredited Educational Institution. This accreditation entitles top students in both the BSc. Management with Marketing and the MSc. Marketing programs at the University of the West Indies Cave Hill Campus to be granted CMMP® scholarships.*

**Toronto, Canada - June 07, 2018** — The International Institute of Marketing Professionals (IIMP®) announces that the Cave Hill Campus of the University of West Indies (UWI), located in Barbados, has received the designation of IIMP® Accredited Educational Institution (AEI). This accreditation entitles top students in the BSc. Management with Marketing program and the MSc. Marketing program at the Cave Hill Campus of the University of the West Indies to be granted CMMP® scholarships for the pursuit of the various CMMP® designations.

The BSc. Management with Marketing program and the MSc. Marketing program were reviewed by our team of experts and both were approved in entirety by the IIMP® Academic Accreditation Committee. Graduates of the MSc. Marketing program meet all of the requirements for entrance into the **second level** of professional designation - **Manager CMMP®**. The graduates of the BSc. Management with Marketing program are qualified for entrance into the **first level** of CMMP® - **Associate CMMP®**. The various CMMP® designations (Associate, Manager and Professional) are granted to UWI marketing graduates who successfully complete the IIMP certification requirements.

**Mr. Nisar Butt, President and CEO of IIMP®**, stresses: "With the IIMP Certification®, the Cave Hill Campus of the University of the West Indies will be able to provide enhanced satisfaction and value to its marketing students, and enhance their local, regional and global competitiveness and marketability. This is a big step for the Cave Hill Campus as it moves to position its graduates to become part of an international community of marketing professionals, with the competence to excel in fast paced marketing world."

**Prof. Dimitrios P. Kamsaris, Senior Vice President of Academic Accreditation of IIMP®, points:** “A new accreditation agreement has been activated with the Cave Hill Campus of the University of West Indies in Barbados. Acquiring the various IIMP® designations, alongside of their accredited UWI degrees will certify the marketing graduates of the Cave Hill Campus of the University of the West Indies as professionals who are able to function effectively in the global marketing arena.”

Each calendar year, the IIMP® will grant the [IIMP® Collegiate scholarship](#) to one graduating student in the BSc. Management with Marketing program, and one graduating student in the MSc. Marketing program at the Cave Hill Campus of the University of the West Indies to cover the full cost of the entrance fee into the appropriate level of the CMMP® (Certified Marketing Management Professional) designation program. On completion, the student will gain the globally recognized CMMP® designation.

The CMMP® designation certifies the graduate as a marketing professional with the demonstrated competence to function effectively in the dynamic global business arena. Graduates of Management with Marketing program and the MSc. Marketing program at the Cave Hill Campus are now invited to [apply](#) for entrance into the appropriate level of the CMMP® designation program out of Toronto, Canada.

Learn more about CMMP® at <http://www.theiimp.org/cmmp-designation/>

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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 192 countries and Advisory Council of Marketing Practitioners (ACMP).

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