



## **IIMP® appoints Dar Al-Uloom University as Accredited Educational Institution in Saudi Arabia**

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

**Toronto, Canada - December 06, 2016** — The International Institute of Marketing Professionals (IIMP®) announces the Dar Al-Uloom University (DAU), in Riyadh, Saudi Arabia, as IIMP® Accredited Educational Institution in Middle East. Graduates of Bachelor of Business Administration (Marketing major) program can apply 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.

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 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.

**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."

The scholarship will fully subsidize the program fee for entry into the CMMP® program which will prepare candidates to receive CMMP® title upon successfully completion.

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.theimp.org/cmmp-designation/>

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### **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.

- **College of Business Administration (CBA)**

CBA offers a Bachelor's Degree in Business Administration (BBA) with programs options. The CBA aspires to be a major GCC centre of excellence in education, management training, research and community service which actively addresses the needs of stakeholders. This vision will be accomplished through quality educational programs by experienced faculty members, using state-of-the art technology. CBA exploit technology to deliver core knowledge in the general field of business administration using highly qualified teachers with great experience in higher education.

- **The Marketing Program**

prepares students to be able to work while having many career opportunities such as marketing, selling, retailing, advertising, e-marketing, marketing research and brand manager. The department offers internship program in order for students not only learn concepts and theories but also work on applying these concepts and theories in the work place.

### **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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