



IIMP awards Bakkah as Certified Study Center in Saudi Arabia

The International Institute of Marketing Professionals (IIMP®) awards Bakkah Inc., in Saudi Arabia, as IIMP Certified Study Center to offer Associate CMMP preparation courses for CMMP designation.

Toronto, Canada - September 19, 2018 — The International Institute of Marketing Professionals (IIMP®) announces that Bakkah Inc., in Saudi Arabia, join the IIMP Certified Study Center community to offer Associate CMMP® preparation program in Riyadh.

After rigorous assessment, the consulting and training company is now able to deliver training courses for Associate Certified Marketing Management Professional and prepare candidates to write the final exam to earn the CMMP® designation.

The Associate CMMP® designation recognizes those who demonstrate a deep knowledge of marketing, as well as high professional, educational and ethical standards. This designation is introductory level for those professionals belonging to the disciplines other than marketing. In order to be accepted into the program, the candidate must meet specific academic and work experience requirements, which will be evaluated by experts at the IIMP®.

Mr. Nisar Butt, President and CEO of IIMP®, stresses that: *"We are very pleased to have Bakkah in our community of Certified Study Centers. This is a great opportunity for those living and working in Saudi Arabia to join marketing professionals that already have the CMMP® designation all over the world. This certification is the step missing to move forward in their career."*

Prof. Dimitrios P. Kamsaris Ph.D., Senior Vice President of the Accreditation Committee at IIMP®, states: *"Bakkah is the newest member Study Center, Certified by IIMP to provide its valuable educational services to students in Saudi Arabia. Bakkah students and professionals, from now on will be able to acquire the CMMP® certification, a tool that will enhance their knowledge of Marketing and boost their career."*

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.theiimp.org/cmmp-designation/>

More information about Bakkah: <https://bakkah.net.sa>

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).

About [Bakkah Inc.](#):

Bakkah is a national consulting and training company formed by multinational professionals that have a wide experience in management consulting and professional training. We develop solutions tailored to our customers' needs. Based on our knowledge, experience and best practices of several industries, we help organizations reach the best decisions to ensure accountability for project success, cost reduction and profit uplifts. Our experts with their sufficient skills enable us to provide solutions ranging from business strategy to the most functional and operative areas.

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