

## **IIMP<sup>®</sup> unveils a list a Recognized Educational Institutions in North America**

*The International Institute of Marketing Professionals (IIMP<sup>®</sup>) unveils a list a Recognized Educational Institutions in US and Canada that will prepare their graduates to meet all entrance requirements to enter the CMMP<sup>®</sup> designations.*

**Toronto, Canada — June 09, 2014** — The International Institute of Marketing Professionals (IIMP<sup>®</sup>) unveils a list a Recognized Educational Institutions (REI), offering business degrees in North America, that will prepare their graduates to meet all entrance requirements to enter the CMMP<sup>®</sup> designations.

The recognized institutions are able to align their existing academic program(s) in order to connect their graduates to enter the globally recognized Certified Marketing Management Professional (CMMP<sup>®</sup>) program by International Institute of Marketing Professionals (IIMP<sup>®</sup>). REI are able to provide and enhance superior satisfaction and value for their students/clients:

- 1) An opportunity of utilizing the branding of REI.
- 2) Global/National recognition.
- 3) Helps potential students in choosing the right institution for career development.
- 4) Sharing the campaigns, advices and IIMP<sup>®</sup> support.
- 5) Sharing of technical knowledge, information and training resources.
- 6) Increases employability of the graduates.
- 7) Expedited credential assessment of students to enter CMMP<sup>®</sup> program.

**Mr. Nisar Butt, President and Chief Executive Officer of IIMP<sup>®</sup>, stresses that:** *“this list of REI is a great achievement for increasing opportunities of career development for graduates as part of CMMP<sup>®</sup> designation community. We are glad to be able to unveil this list in order for student to plan better their professional future by showing the university/college that better prepare them and give them the opportunity to candidate to CMMP<sup>®</sup> designation. All of this is only possible with the collaboration of academic institutions. So we invite higher educational institutions from around the world to come forward and become IIMP Recognized Educational Institution.”*

The academic accreditation team at the IIMP<sup>®</sup> has rigorously reviewed and approved the degree programs to be satisfactory to meet academic background qualification in order to enter the Manager CMMP<sup>®</sup> designation. However, due to different electives offered within the programs, the graduates will be assessed on case-to-case

basis in order to ensure that they have taken required business and marketing courses and satisfy academic requirements to enter the Manager CMMP® designation.

To consult all list of REI: <http://www.theiimp.org/recognized-education-institutions/>

---

**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 CMMP® Designation:](#)**

IIMP® accreditation CMMP® (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing. This program will recognize the perseverance, dedication and competence of successful marketing professionals all around the world. Those who earn the CMMP® 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. Learn more about CMMP.

---

**MEDIA RELATIONS CONTACTS:**

**Prof. Dr. Chuck Hermans, MBA, PhD (Marketing)**

Senior Vice President Marketing

International Institute of Marketing Professionals (IIMP®)

E-mail: [chuckhermans@missouristate.edu](mailto:chuckhermans@missouristate.edu)

**Sandra Pedro, MSc (Communication Science)**

Senior Public Relations Manager

International Institute of Marketing Professionals (IIMP®)

E-mail: [sandraigpedro@gmail.com](mailto:sandraigpedro@gmail.com)

**Mailing Address:**

Media Room

International Institute of Marketing Professionals

24-499 Ray Lawson Blvd., P.O. Box 185

Brampton, L6Y 4E6, Ontario, Canada