



Designed in 10 goals

IIMP® extends services for marketing community worldwide

The International Institute of Marketing Professionals (IIMP®) releases 10 major goals to provide extended services for marketing community worldwide.

Toronto, Canada — July 17, 2015 — The International Institute of Marketing Professionals (IIMP®) offers comprehensive services for marketing practitioners across the world, announced in 10 major goals for the coming 5 years. The news is greater involvement with local communities and support services and strategic partnerships.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *"IIMP® is always looking for new forms of better assistance for marketing professionals and academic world worldwide. These 10 goals are our commitment with our members and all those who follow IIMP® activities, but also reveals the evolution of the work developed by our members and partners."*

The following 10 goals for the next 5 years:

1. Establishment of credible and large Global Advisory and Functional Teams with members in every country of the world, in order to connect with local communities and provide comprehensive support.
2. Publishing the Internationally Accepted Marketing Standards™ (IAMS) based upon Generally Accepted Marketing Principles™ and Practices which contains a description of generally accepted practices in the field of marketing.
3. Publishing the International Journal of Marketing Principles and Practices (IJMPP), a high quality scholarly publication of leading and innovative information in the areas of marketing, targeted at promoting the development and dissemination of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance.
4. Implementation of professional development training programs and professional designations such as Certified Marketing Management Professional (CMMP®) designation including levels: Associate, Manager, Executive and Chartered.
5. The accreditation and recognition of educational institutions worldwide through implementing the IIMP® Authorized Education Centers Program (AECP), in order to provide an educational foundation for the Internationally Accepted Marketing Standards™ (IAMS) and IIMP® marketing designations.
6. Building Strategic Alliances with Marketing Associations, media and other relevant businesses around the globe.

7. Organizing Marketing Congress and participating in major Marketing Conferences and establishing extensive award programs in order to appreciate outstanding accomplishments of the marketing practitioners, students and academicians globally.
8. Publishing the Marketing World Review Magazine to advance marketing practitioners' knowledge of industry changes and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness.
9. Development of IIMP® Chapters around the world, in order to provide local support to marketing community members, promote the Internationally Accepted Marketing Standards™ (IAMS) and IIMP® marketing designations.
10. Providing extended Career Support Services for marketing professionals by offering scholarship programs for bridging the financial gap for deserving candidates and connecting marketers to relevant employers for career advancements.

The publication of these purposes is integrated in the celebration of the 6th anniversary of the IIMP®.

About the International Institute of Marketing Professionals (IIMP®):

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organisation, 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). Website: www.theiimp.org

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