

## Press Release

# Certified Marketing Management Professional (CMMP®), a Globally-Recognized Marketing Designation, to be launched by IIMP™

**Toronto, Canada — 25 July 2011 – CMMP® Designation to be rolled out**

The International Institute of Marketing Professionals (IIMP™) would be launching the world's first globally-recognized marketing designation – the Certified Marketing Management Professional (CMMP®).

IIMP™ accreditation (CMMP®) is the 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.

The CMMP® program is designed for industry professionals and is considered to be the mark of distinction for those who demonstrate commitment to the marketing profession and to its ethical practice.

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.

The CMMP® designation framework, which consists of two parts – marketing management fundamentals and areas of specialization have been developed and approved by the following board and councils:

1. Internationally Accepted Marketing Standards Board (IAMSBB)—The IAMSBB consists of academic leaders, consultants and business professionals from G-20 countries with expertise and experience in the field of marketing.
2. International Advisory Council for the Marketing Profession (IACMP)—The IACMP consists of a broad cross-section of academic leaders, consultants and business professionals representing 192 countries with extensive experience and expertise in the marketing field.
3. Advisory Council of Marketing Practitioners (ACMP)—The ACMP consists of practitioners working within the areas of marketing at management levels. These council members contribute by providing feedback based upon their practical experiences.

The CMMP® designation will be delivered by implementing a state-of-the-art handbook. The CMMP® handbook will cover all the technical as well as the practical aspects of marketing. This will be a guideline and a reference for marketing professionals all over the world. The topics discussed in the handbook are universal in nature and have been contributed based on the expertise of authors and co-authors.

In addition to the CMMP®, a second designation, the Executive Certified Marketing Management Professional (Executive CMMP®) will also be created for experienced marketing executives who may not have all the academic qualifications but an equally important amount of field experience to qualify for a CMMP® designation. The Executive CMMP® will follow the similar framework as the CMMP® but qualifications for entering the program will differ.

**Mr. Nisar Butt, President and Chief Executive Officer of IIMP™, said:**

*“One of the major objectives of the International Institute of Marketing Professionals has been to establish a quality benchmark educational instrument in order to standardize and gauge the performance of marketing professionals around the sphere. By developing and launching the CMMP® program, IIMP™ has demonstrated an exceptional leadership by providing a long-needed service to the marketing community.”*

#### **About the International Institute of Marketing Professionals (IIMP™)**

International Institute of Marketing Professionals (IIMP™) is the first 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™ (IAMS) Board which represents the G-20 countries; the IAMS 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 IAMS Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP) which has representation from 150 countries and Advisory Council of Marketing Practitioners (ACMP).

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