

Press Release

Internationally Accepted Marketing Standards Setting Guide (Second Draft) has been released by IIMP™

Toronto, Canada — 11 July 2011 – IAMS: Standards Setting Guide (Second Draft)

The International Institute of Marketing Professionals (IIMP™) has released the second draft of its Internationally Accepted Marketing Standards: Standards Setting Guide.

The Standards Setting guide is an integral document that will be used for developing high quality marketing standards. The first draft was presented to the members of Internationally Accepted Marketing Standards Board in January 2010 and now after revision second draft has been presented for their further feedback and approval.

Purpose of the Guide

The purpose of the guide is to establish a comprehensive framework of the standards setting processes involved in developing Internationally Accepted Marketing Standards™. The guide must be reviewed and approved by the Internationally Accepted Marketing Standards Board of the International Institute of Marketing Professionals. Once this Guide is approved by the IAMS Board it will be used as a reference for the research, development, implementation and maintenance of internationally accepted practices in the field of marketing.

Objective of Standards

The objective of the International Institute of Marketing Professionals is to develop Internationally Accepted Marketing Standards that are of high-quality, practical, enforceable and comprehensive. The standards will implement best practices, polices and accountability in the field of marketing and will be used to establish integrity and ethical conduct in the marketing profession. By providing credibility to

the marketing practices, interactions and transactions with clients within business-to-business and/or business-to-consumer marketing environments will be facilitated. The adoption of Internationally Accepted Marketing Standards will distinguish the marketing field from other disciplines and the standards will provide a framework and reference for training programs and marketing designations.

The Internationally Accepted Marketing Standards will have the following objectives:

1. The Internationally Accepted Marketing Standards will be based upon generally accepted marketing principles and practices.
2. The standards will strive to implement best practices, best tools, polices and accountability in the field of marketing, in order to be used by marketing practitioners.
3. The adoption of Internationally Accepted Marketing Standards will distinguish the marketing field from other disciplines.
4. Such standards will be used in order to establish integrity and ethical conduct in the marketing profession and aid in separating marketing practitioners from any unethical behaviour performed by other entities whom have not adopted such standards.
5. The standards will provide a framework and reference for training programs and marketing designations.

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

“The IAMS: Standards Setting Guide is a crucial governing document that has been in discussion for quite some time among the members of Internationally Accepted Marketing Standards Board, representing G-20 countries. Upon the approval of second draft, if no further changes are required, it will be finalized and used as a navigator to develop and implement marketing standards world-wide. I highly appreciate the efforts of all team members who have been involved.”

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 135 countries and Advisory Council of Marketing Practitioners (ACMP).

MEDIA RELATIONS CONTACTS:

Mr. Nisar Butt, MBA, DBA in Marketing (Candidate)

President & CEO, International Institute of Marketing Professionals (IIMP™)

E-mail: nbutt@theiimp.org

Phone: 416-477-8591

Mr. Teofilovic Djordje, MBA, DBA in Marketing (Candidate)

Vice President of Internationally Accepted Marketing Standards Committee

E-mail: dteofil@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