

2010 - 2011

# Internationally Accepted Marketing Standards™ (IAMS) Board

Standards Setting Guide (Second Draft)

To be Approval by Internationally Accepted Marketing Standards™ (IAMS) Board



# Internationally Accepted Marketing Standards™ (IAMS) Board

## Standards Setting Guide

Published and copyright © 2010 by International Institute of Marketing Professionals (IIMP™). All rights reserved. No part of this publication may be reproduced or distributed in the form or by any means, or stored in a database or retrieval system, without the prior written consent of the International Institute of Marketing Professionals, including but not limited to, in any network or other electronic storage or transmission, or broadcast for any other purposes, unless approved by the International Institute of Marketing Professionals.

**ISSN 1923-0109** Internationally Accepted Marketing Standards™ (IAMS) Board: Standards Setting Guide (Print)

**ISSN 1923-0117** Internationally Accepted Marketing Standards™ (IAMS) Board: Standards Setting Guide (Online)

**Mailing Address:**

International Institute of Marketing Professionals  
Publication Department  
24-499 Ray Lawson Blvd.  
P. O. Box 185  
Brampton, L6Y 4E2  
Ontario, Canada  
Phone: (416) 477-8591

Website: [www.theiimp.org](http://www.theiimp.org)  
E-mail: [info@theiimp.org](mailto:info@theiimp.org)

<b>CONTENTS</b>	<b>PAGE</b>
<b>A. PURPOSE OF THIS GUIDE</b>	<b>3</b>
<b>B. OBJECTIVE OF STANDARDS</b>	<b>3</b>
<b>C. DEFINITIONS / ABBREVIATIONS</b>	<b>4</b>
<b>D. UNDERLYING PRINCIPLES IN STANDARD SETTING PROCESS</b>	<b>5</b>
(1) OBJECTIVITY	
(2) INTERNATIONAL REVIEW AND FEEDBACK	
(3) COMPREHENSIVE AND PRACTICAL	
(4) PUBLIC EXPOSURE	
(5) CREDIBILITY	
<b>E. RESPONSIBILITIES</b>	<b>6</b>
(1) GENERAL RESPONSIBILITIES FOR ADVISORY COUNCIL AND BOARD MEMBERS OF IIMP™	
(2) INTERNATIONALLY ACCEPTED MARKETING STANDARDS (IAMS) BOARD	
(3) IAMS BOARD MEETING RULES AND OBJECTIVES	
(4) INTERNATIONALLY ACCEPTED MARKETING STANDARDS (IAMS) COMMITTEE	
(5) INTERNATIONAL ADVISORY COUNCIL FOR THE MARKETING PROFESSION (IACMP)	
(6) ADVISORY COUNCIL OF MARKETING PRACTITIONERS (ACMP)	
<b>F. STANDARD SETTING INFRASTRUCTURE</b>	<b>11</b>
(1) STANDARD SETTING INFRASTRUCTURE CHART	
(2) IAMS BOARD MEMBERSHIP INFRASTRUCTURE CHART	
(3) IACMP MEMBERSHIP INFRASTRUCTURE CHART	
<b>G. SEVEN PHASES OF STANDARD SETTING PROCESS</b>	<b>14</b>
(1) PHASE 1: SELECTION OF AN APPROPRIATE STANDARD THROUGH EXPLORATORY RESEARCH	
(2) PHASE 2: EXTENSIVE RESEARCH	
(3) PHASE 3: DIALOGUE AND PROPOSAL	
(4) PHASE 4: REVIEW	
(5) PHASE 5: CONSENSUS	
(6) PHASE 6: FINAL DOCUMENTATION	
(7) PHASE 7: MAINTENANCE AND FEEDBACK	
<b>H. APPENDIX</b>	<b>17</b>

## A. PURPOSE OF THIS GUIDE

The purpose of this guide is to establish a comprehensive framework of the standards setting processes involved in developing Internationally Accepted Marketing Standards™. **This 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.

## B. 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.

## C. DEFINITIONS/ABBREVIATIONS

The following terms and abbreviations are used in this standard setting guide issued by the International Institute of Marketing Professionals:

- a) **IIMP™**- International Institute of Marketing Professionals
- b) **IAMS Board** – Internationally Accepted Marketing Standards Board
- c) **IACMP** – International Advisory Council for the Marketing Profession
- d) **ACMP** – Advisory Council of Marketing Practitioners
- e) **Advisory Member of IIMP™**– Includes members from either the Internationally Accepted Marketing Standards (IAMS) Board, International Advisory Council for the Marketing Profession (IACMP) or the Advisory Council of Marketing Practitioners (ACMP).
- f) **Exploratory Research** – Initial research that will provide insights into and comprehension on whether a marketing standard should be further developed and implemented within the marketing profession. It will provide a thorough understanding of the appropriate standard being considered and will be based primarily on secondary research such as assessing and analyzing available marketing literature/or data. The data will be gathered from as many sources as possible, that no particular interests from private or public sectors will influence in this process.
- g) **G-20 Countries** - an economic forum consisting of 20 of the world's largest economies, including the European Union. Collectively, the G-20 economies comprise 85%<sup>[1]</sup> of global gross national product, 80% of world trade (including EU intra-trade) and two-thirds of the world population.<sup>[2]</sup>
- h) **First Draft: Standard under Consideration** – During the PHASE 1 process the Internationally Accepted Marketing Standards Committee will collaborate with the Advisory Council for the Marketing Profession to create a *First Draft: Standard under Consideration* based on their exploratory research.
- i) **Second Draft: Standard under Consideration** - The *Second Draft: Standard under Consideration* will be assessed and reviewed by all IAMS Board Members during PHASE 3 of the standard setting process. The IAMS Board members will be allotted a 60 day period to discuss, comment, develop and review the *Second Draft: Standard under Consideration*.
- j) **Marketing Standard** – A reference principle or practice, which is generally accepted between practitioners and academics as an integral part of the marketing concept and/or the marketing management processes, and conform to integrity and ethical conduct in the profession of marketing.

- k) **First Proposal: Internationally Accepted Marketing Standard (IAMS)** – Once the IAMS Board has approved the *Second Draft: Standard under Consideration* it shall be deemed a *First Proposal: Internationally Accepted Marketing Standard (IAMS)*.
- l) **Second Proposal: Internationally Accepted Marketing Standard (IAMS)** – The International Advisory Council for the Marketing Profession (IACMP) will be permitted to comment, develop and provide feedback on the *First Proposal: Internationally Accepted Marketing Standard (IAMS)*. Once completed, this feedback will be assessed by the IAMS Committee and shall produce the *Second Proposal: Internationally Accepted Marketing Standard (IAMS)*.
- m) **Third Proposal (Exposure): Internationally Accepted Marketing Standard (IAMS)** – Once the *Second Proposal: Internationally Accepted Marketing Standard (IAMS) Standard* is approved by the IAMS Board it shall be deemed a *Third Proposal (Exposure): Internationally Accepted Marketing Standard (IAMS)*.
- n) **Final Proposal: Internationally Accepted Marketing Standard (IAMS)** – The IAMS Committee will access and incorporate public ACMP comments and feedback to Third Proposal (Exposure): Internationally Accepted Marketing Standard (IAMS). When this process is complete the *Third Proposal (Exposure): Internationally Accepted Marketing Standard (IAMS)* will be deemed a *Final Proposal: Internationally Accepted Marketing Standard (IAMS)*.
- o) **Internationally Accepted Marketing Standard (IAMS)** – Once the Final Proposal: Internationally Accepted Marketing Standard (IAMS) is approved by the IAMS Board it shall be deemed an Internationally Accepted Marketing Standard (IAMS).

### D. UNDERLYING PRINCIPLES IN STANDARD SETTING PROCESS

#### PRINCIPLES

The Internationally Accepted Marketing Standards™ setting process will be based on underlying principles encompassing **objectivity, international review and feedback, comprehension and practicability, public exposure and credibility**. These will be the fundamental constituents in the standard setting framework that will enable the standard setting process to produce the highest quality of marketing standards on an international basis.

#### (1) OBJECTIVITY

Objectivity will be achieved by having the standard(s) in question reviewed by individuals from various independent bodies.

#### (2) INTERNATIONAL REVIEW AND FEEDBACK

Each standard in question will be reviewed by the International Accepted Marketing Standards™ (IAMS) Board as well as the International Advisory Council for the Marketing

Profession (IACMP). The IAMS Board will include marketing leaders representing G-20 countries. The IACMP will encompass representatives from 192 countries including marketing leaders, educators, practitioners and professionals. These International networks will review and provide feedback on the standard in question in order to facilitate standardization on an international basis.

### **(3) COMPREHENSIVE AND PRACTICAL**

It is imperative for the Internationally Accepted Marketing Standards™ Handbook and the standards published in it to be comprehensive and practical in order to facilitate its use by marketing leaders, educators, practitioners and professionals. It will be the initiative of the Advisory Council of Marketing Practitioners (ACMP) to review and assess these components of the standard(s) in question. The ACMP will consist of practitioners working within the areas of marketing at management levels. These council members will be able to contribute by providing feedback based upon their practical experiences and review the development and implementation of the Internationally Accepted Marketing Standards (IAMS) Handbook.

### **(4) PUBLIC EXPOSURE**

All updated board meetings shall be posted on the International Institute of Marketing Professionals' website for public viewing. Additionally, the organizations financial statements will be audited by external auditors during the organization's annual audit in order to ensure the integrity of IIMP's financial statements. The audit report shall be open for public viewing on the IIMP™ website.

### **(5) CREDIBILITY**

The standard(s) in question shall be reviewed by professionals in the field of marketing who must adhere to the International Institute of Marketing Professionals' code of conduct. Each advisory member will be required to read and understand IIMP™'s code of conduct and agree to adhere to such law, rules or principles in order to achieve the highest level of credibility within the standard setting process. Furthermore, the standard(s) will be reviewed by the professionals in the field of marketing from leading Firms and Business Schools worldwide.

## **E. RESPONSIBILITIES**

### **1) GENERAL RESPONSIBILITIES FOR AN ADVISORY COUNCIL AND BOARD MEMBER OF IIMP™**

- a) An advisory council or board member of the International Institute of Marketing Professionals has the duty to exercise reasonable care when he or she makes a decision for the IIMP™. Reasonable care is what an "ordinarily prudent" person in a similar situation would do.

- b) An advisory council or board member must never use information gained through his/her position for personal gain; and must always act in the best interests of the IIMP™.
- c) An advisory council or board member must be faithful to the IIMP's mission. He or she cannot act in a way that is inconsistent with the organization's goals. The advisory council or board member is given the responsibility by the IIMP™ Board of directors to direct and lead the development of Internationally Accepted Marketing Standards in accordance with IIMP™'s mission.
- d) An advisory council or board member must work in accordance to the rules, regulations and procedures listed in the IAMS guide.
- e) An advisory council or board member must review and maintain the Internationally Accepted Marketing Standards Board Standard Setting Guide.
- f) An advisory council or board member is required to attend or be informed about the topics discussed at board meetings, thus indicating their dedication to the organization.
- g) An advisory council or board member must be willing to promote Internationally Accepted Marketing Standards within their countries.

## **2) INTERNATIONALLY ACCEPTED MARKETING STANDARDS BOARD**

### **Main objectives of IAMS Board:**

To uphold the mission of the International Institute of Marketing Professionals, the Internationally Accepted Marketing Standards Board's responsibilities include:

- a) Setting the highest quality standards for the marketing profession.
- b) Guide the progression of the Internationally Accepted Marketing Standards (IAMS) Handbook by providing valuable insight.
- c) Communicate and collaborate with the International Advisory Council for Marketing Profession (IACMP) in order to develop Internationally Accepted Marketing Standards.
- d) Advise on practical techniques that can be used in order to facilitate the implementation of Internationally Accepted Marketing Standards (IAMS) worldwide.
- e) IAMS Board members should attend all IAMS Board meetings. When unable to attend, the board member should notify the IAMS Committee of IIMP™ within a 24 hour period.



- f) IAMS Board members are encouraged to listen actively to the ideas and opinions expressed by committee, council and other board members and all interested members of the community.
- g) IAMS Board members must review and respond to technical planning information.
- h) IAMS Board members must be mindful and acknowledge the diversity of opinions and perspectives expressed during IAMS Board meetings.
- i) IAMS Board members should inform constituencies and other community members about the consensus building process and provide updates on the progress of discussions.
- j) IAMS Board members should be committed to working toward PHASE 5 of the Standard Setting Process which is consensus. Additionally IAMS Board members should strive to cooperate with all other committee, council and board members in order to facilitate the implementation of the Standard Setting Process.

The Internationally Accepted Marketing Standards Board (IAMS) Board will consist of academic leaders, consultants and business professionals with expertise and experience in the field of marketing. The IAMS Board will communicate and collaborate with the International Advisory Council for the Marketing Profession (IACMP) who will provide the board with their valuable input on the development and implementation of Internationally Accepted Marketing Standards (IAMS) and designations that are offered by IIMP™.

The participation in the IAMS Board will enable members to contribute to the advancement of the marketing designations by expressing their opinions on what should be published in the Internationally Accepted Marketing Standards (IAMS) Handbook, which will contain a description of generally accepted marketing practices and principals. These board members will also share their perspectives and review the handbook on a regular basis in order to guide the progression of the IAMS Handbook throughout its development.

### **3) IAMS BOARD MEETING RULES AND OBJECTIVES**

IAMS Board meetings will be conducted with integrity, professionalism and must adhere to the ethical conduct stipulated by the International Institute of Marketing Professionals. IAMS Board meetings will be conducted with the compliance of the following principles:

- a) Free discussion will be encouraged to allow all points of view to be identified and explored, and in an effort to maximize the opportunity for consensus decision making.
- b) IAMS Board members and members of the public are requested to monitor themselves with respect to the number and length of their contributions to the discussion.

- c) All information related to this project should be shared.
- d) Agendas will be published in accordance with established procedures. Estimated amounts of time allocated to each discussion item will be provided as a guide for IAMS Board members.
- e) To place items on the agenda, IAMS Board members are asked to give their suggestions to the Vice President of Internationally Accepted Marketing Standards of IIMP™.
- f) Speakers are asked to limit their comments to three minutes for each item. During the comment period at the end of the meeting, the time limit will be flexible.

#### **4) INTERNATIONALLY ACCEPTED MARKETING STANDARDS COMMITTEE**

The Internationally Accepted Marketing Standards Committee at IIMP™ is responsible for managing and developing the Internationally Accepted Marketing Standards™ (IAMS). The committee will research and develop policies and procedures required for the implementation of IAM Standards. A key role for the Internationally Accepted Marketing Standards Committee is to provide feedback, suggestions to the Vice President of IAMS in order to develop and maintain the Internationally Accepted Marketing Standards (IAMS) Handbook.

Additionally, the IAMS Committee will be responsible for researching and facilitating the selection of the following board, councils and working committee:

1. Internationally Accepted Marketing Standards (IAMS) Board
2. International Advisory Council for the Marketing Profession (IACMP)
3. Advisory Council of Marketing Practitioners (ACMP)

#### **5) INTERNATIONAL ADVISORY COUNCIL FOR THE MARKETING PROFESSION**

##### **Main Objectives of IACMP:**

- a) Represent Marketing Professionals from different geographical areas.
- b) Guide the progression of the IAMS Handbook by providing valuable insight.
- c) Provide input to Internationally Accepted Marketing Standards Board (IAMS) in development of Internationally Accepted Marketing Standards (IAMS).
- d) Promote the implementation of Internationally Accepted Marketing Standards (IAMS) within their country or region.

The International Advisory Council for the Marketing Profession (IACMP) will consist of a broad cross-section of academic leaders, consultants and business professionals with extensive experience and expertise in the marketing field. Each of these council members will represent a different country and will be able to contribute by expressing their points of view on contemporary marketing profession issues in their particular country or region.

The International Advisory Council for the Marketing Profession (IACMP) will communicate and collaborate with the Internationally Accepted Marketing Standards Board (IAMS), in order to provide advice on the implementation of IAMS in their country and region and the establishment of marketing designations.

Furthermore, the participation in the International Advisory Council for the Marketing Profession (IACMP) will enable members to contribute to the advancement of the marketing profession within their own country or region by expressing their opinions on what should be published in the Internationally Accepted Marketing Standards (IAMS) Handbook which will contain a description of internationally accepted marketing practices.

### **6) ADVISORY COUNCIL OF MARKETING PRACTITIONERS**

#### **Main Objectives of ACMP:**

- a) Communicate and collaborate with the Internationally Accepted Marketing Standards (IAMS) Committee of IIMP™, in order to aid development of marketing designations.
- b) Guide the progression of the IAMS Handbook by providing valuable insight
- c) Provide feedbacks based upon their practical experiences and review the development and implementation of Internationally Accepted Marketing Standards (IAMS) Handbook.

The Advisory Council of Marketing Practitioners (ACMP) will consist of practitioners working within the areas of marketing at management levels. These council members will be able to contribute by providing feedback based upon their practical experiences and review the development and implementation of the Internationally Accepted Marketing Standards (IAMS) Handbook. The council will communicate and collaborate with the Internationally Accepted Marketing Standards (IAMS) Committee of IIMP™, in order to provide their valuable input and review the development of marketing designations.

The council's mandate will consist of sharing and reviewing interview data to make recommendations toward the advancement of marketing practices. The council's roll will be a vital force in the development and establishment of the Internationally Accepted Marketing Standards (IAMS) Handbook due to their insight about marketing practices that are being applied in the contemporary marketing field.

**F. STANDARD SETTING INFRASTRUCTURE**

**(1) STANDARD SETTING INFRASTRUCTURE CHART**

**International Institute of Marketing Professionals**

**Internationally Accepted Marketing Standards™  
Standards Setting Infrastructure Chart**



**(2) IAMS BOARD MEMBERSHIP INFRASTRUCTURE CHART**

<b><u>Internationally Accepted Marketing Standards™ (IAMS) Board Infrastructure</u></b> (Marketing Leaders Representing G-20 Countries)	
REGION	COUNTRY
<b>North America</b>	United States of America Canada Mexico
<b>South America</b>	Argentina Brazil
<b>Europe</b>	France Germany Italy Turkey United Kingdom of Great Britain
<b>Asia</b>	China Japan India Indonesia Russian Federation Saudi Arabia South Korea
<b>Australia &amp; Oceania</b>	Australia
<b>Africa</b>	South Africa

**(3) IACMP MEMBERSHIP INFRASTRUCTURE CHART**

International Advisory Council for the Marketing Profession IACMP Infrastructure (Represented by Members from 192 Countries)			
Afghanistan	Djibouti	Libyan Arab Jamahiriya	Saint Lucia
Albania	Dominica	Liechtenstein	Saint Vincent & the Grenadines
Algeria	Dominican Republic	Lithuania	Samoa
Andorra	Ecuador	Luxembourg	San Marino
Angola	Egypt	Madagascar	Sao Tome and Principe
Antigua and Barbuda	El Salvador	Malawi	Saudi Arabia
Argentina	Equatorial Guinea	Malaysia	Senegal
Armenia	Eritrea	Maldives	Serbia
Australia	Estonia	Mali	Seychelles
Austria	Ethiopia	Malta	Sierra Leone
Azerbaijan	Fiji	Marshall Islands	Singapore
Bahamas	Finland	Mauritania	Slovakia
Bahrain	France	Mauritius	Slovenia
Bangladesh	Gabon	Mexico	Solomon Islands
Barbados	Gambia	Micronesia (Federated States of)	Somalia
Belarus	Georgia	Monaco	South Africa
Belgium	Germany	Mongolia	Spain
Belize	Ghana	Montenegro	Sri Lanka
Benin	Greece	Morocco	Sudan
Bhutan	Grenada	Mozambique	Suriname
Bolivia (Plurinational State of)	Guatemala	Myanmar	Swaziland
Bosnia and Herzegovina	Guinea	Namibia	Sweden
Botswana	Guinea-Bissau	Nauru	Switzerland
Brazil	Guyana	Nepal	Syrian Arab Republic
Brunei Darussalam	Haiti	Netherlands	Tajikistan
Bulgaria	Honduras	New Zealand	Thailand
Burkina Faso	Hungary	Nicaragua	Timor-Leste
Burundi	Iceland	Niger	Togo
Cambodia	India	Nigeria	Tonga
Cameroon	Indonesia	Norway	Trinidad and Tobago
Canada	Iran (Islamic Republic of)	Oman	Tunisia
Cape Verde	Iraq	Pakistan	Turkey
Central African Republic	Ireland	Palau	Turkmenistan
Chad	Israel	Panama	Tuvalu
Chile	Italy	Papua New Guinea	Uganda
China	Jamaica	Paraguay	Ukraine
Colombia	Japan	Peru	United Arab Emirates
Comoros	Jordan	Philippines	United Kingdom of Great Britain

International Advisory Council for the Marketing Profession IACMP Infrastructure (Represented by Members from 192 Countries)			
Congo	Kazakhstan	Poland	United Republic of Tanzania
Costa Rica	Kenya	Portugal	United States of America
Cote d'Ivoire Côte d'Ivoire	Kiribati	Qatar	Uruguay
Croatia	Kuwait	Republic of Korea	Uzbekistan
Cuba	Kyrgyzstan	Republic of Macedonia	Vanuatu
Cyprus	Lao People's Democratic Republic	Republic of Moldova	Venezuela (Bolivarian Republic of)
Czech Republic	Latvia	Romania	Vietnam
Democratic People's Republic of Korea	Lebanon	Russian Federation	Yemen
Democratic Republic of the Congo	Lesotho	Rwanda	Zambia
Denmark	Liberia	Saint Kitts and Nevis	Zimbabwe

## G. SEVEN PHASES OF STANDARD SETTING PROCESS

### 1) PHASE 1: SELECTION OF AN APPROPRIATE STANDARD THROUGH EXPLORATORY RESEARCH

The purpose of the Internationally Accepted Marketing Standards (IAMS) will be to provide credibility to marketing practices in order to facilitate relationships with clients within business-to-business and/or business-to-consumer marketing environments. The priority of a standard and its development will depend on the relevance of it providing credibility to its clients and consumers.

The Internationally Accepted Marketing Standards (IAMS) Board will set direction and provide guidance during all phases of the standards setting process. It is through *Exploratory Research* conducted by the Internationally Accepted Marketing Standards (IAMS) Committee and Advisory Council of Marketing Practitioners (ACMP) that will provide a thorough understanding of the appropriate standard being considered.

During the PHASE 1 process the IAMS Committee will collaborate with the ACMP to create a *First Draft: Standard under Consideration* based on their research. Once a *First Draft: Standard under Consideration* is completed, it will be presented to the IAMS Board for approval. In order for the *First Draft: Standard under Consideration* to be approved, a majority of the IAMS Board Members must be sanctioned by an affirmative vote of at least two-third (2/3) of the vote cast in favour of the approval of the *First Draft: Standard under Consideration* at the *IAMS Board Meeting*.

Approval by the IAMS Board is needed to confirm that the *First Draft: Standard under Consideration* is appropriate and to extend research on the standard. IAMS Board members can request additional input from International Advisory Council for the Marketing Profession

(IACMP) or Advisory Council of Marketing Practitioners (ACMP) for suggestions or recommendations during any point of time in all phases.

## **FACTORS TO CONSIDER**

- a) Available information
- b) Cost/benefit analysis
- c) Likelihood of implementation on a global level (enforcement)
- d) Practicability

## **(2) PHASE 2: EXTENSIVE RESEARCH**

Once the *First Draft: Standard under Consideration* has been approved for consideration by the IAMS Board, the next initiative will be to conduct extensive research on the standard being considered. Further research will be based primarily on secondary research such as assessing and analyzing available marketing literature/or data, or qualitative approaches such as formal and in-depth interviews with leading marketing practitioners, consultants and academics. Informal approaches may also be conducted through discussions with consumer and business professionals.

The Internationally Accepted Marketing Standards (IAMS) Committee and Advisory Council of Marketing Practitioners (ACMP) will be responsible for the collection, organization and documentation of such research. Once compiled, the IAMS Committee will create and present a *Second Draft: Standard under Consideration* to the IAMS Board.

## **FACTORS TO CONSIDER**

- a) Cost of research
- b) Reliability of research
- c) Scope of research

## **(3) PHASE 3: DIALOGUE AND PROPOSAL**

The *Second Draft: Standard under Consideration* will be assessed and reviewed by all IAMS Board Members. During PHASE 3 the IAMS Board members will be allotted a 60 day period to discuss, comment, develop and review the *Second Draft: Standard under Consideration*. Once the IAMS Board has approved the *Second Draft: Standard under Consideration* it shall be deemed a *First Proposal: Internationally Accepted Marketing Standard (IAMS)*.

In order for the *Second Draft: Standard under Consideration* to be approved, a majority of the IAMS Board Members must be sanctioned by an affirmative vote of at least two-third (2/3) of the vote cast in favour of the approval of the *Second Draft: Standard under Consideration* at the *IAMS Board Meeting*.



### **(4) PHASE 4: REVIEW**

The *First Proposal: Internationally Accepted Marketing Standard (IAMS)* will be forwarded from the IAMS Board to the IAMS Committee who will then dispatch it to the International Advisory Council for the Marketing Profession (IACMP) for a review period of 60 days. During the review period the International Advisory Council for the Marketing Profession (IACMP) will be permitted to comment, develop and provide feedback on the *First Proposal: Internationally Accepted Marketing Standard (IAMS)*. Once completed, this feedback will be assessed by the IAMS Committee and shall produce the *Second Proposal: Internationally Accepted Marketing Standard (IAMS)*.

### **(5) PHASE 5: CONSENSUS**

The *Second Proposal: Internationally Accepted Marketing Standard (IAMS)* will be remitted to the IAMS Board for further review and approval. In order for the *Second Proposal: Internationally Accepted Marketing Standard (IAMS)* to be approved, a majority of the IAMS Board Members must be sanctioned by an affirmative vote of at least two-third (2/3) of the vote cast in favour of the approval of the *Second Proposal: Internationally Accepted Marketing Standard (IAMS)* at the *IAMS Board Meeting*.

Once the *Second Proposal: Internationally Accepted Marketing Standard (IAMS)* Standard is approved by the IAMS Board it shall be deemed a *Third Proposal (Exposure): Internationally Accepted Marketing Standard (IAMS)*.

The *Third Proposal (Exposure): Internationally Accepted Marketing Standard (IAMS)*, shall be presented to the public and ACMP for a 60 day period for comments and feedback. Once the 60 day period has elapsed the IAMS Committee will access and incorporate feedbacks to the *Third Proposal (Exposure): Internationally Accepted Marketing Standard (IAMS)*. When this process is complete the *Third Proposal (Exposure): Internationally Accepted Marketing Standard (IAMS)* will be deemed a *Final Proposal: Internationally Accepted Marketing Standard (IAMS)*.

The *Final Proposal: Internationally Accepted Marketing Standard (IAMS)* will be remitted to the IAMS Board for final approval. In order for the *Final Proposal: Internationally Accepted Marketing Standard (IAMS)* to be approved, a majority of the IAMS Board Members must be sanctioned by an affirmative vote of at least two-third (2/3) of the vote cast in favour of the approval of the *Final Proposal: Internationally Accepted Marketing Standard (IAMS)* at the *IAMS Board Meeting*.

Once the *Final Proposal: Internationally Accepted Marketing Standard (IAMS)* is approved by the IAMS Board it shall be deemed an *Internationally Accepted Marketing Standard (IAMS)*.

### **(6) PHASE 6: FINAL DOCUMENTATION**

Once an *Internationally Accepted Marketing Standard* is finalized and determined, it will be the responsibility of the IAMS Committee to publish the final standard. The standard shall be incorporated in the *Internationally Accepted Marketing Standards™ Handbook*. The *Internationally Accepted Marketing Standards™ Handbook* will be a compilation of all finalized Internationally Accepted Marketing Standards and will be updated on a timely basis. The IAMS Committee will be responsible for promoting the implementation and adherence of the

standards through government bodies, educational institutions, businesses and other networks.

### **(7) PHASE 7: MAINTENANCE AND FEEDBACK**

In order to govern the implementation and adherence of the Internationally Accepted Marketing Standards, the IAMS Board will assign committee members for ongoing communication with entities that have adopted such standards. The IAMS Board shall assign committee members to visit adoption sites for compliance. If any discrepancies are found in the compliance of the adopted standards, the IAMS Committee will report to the IAMS Board for disciplinary actions. Disciplinary actions may include penalty fees for non-compliance or revocation of usage of Internationally Accepted Marketing Standards by the entity.

## **G. APPENDIX**

### **(1) IIMP™ Advisory Agreement**

An advisory member is an individual from any one of the following groups of the International Institute of Marketing Professionals:

- a) Member of the Internationally Accepted Marketing Standards (IAMS) Board
- b) Member of the International Advisory Council for the Marketing Profession (IACMP)
- c) Member of the Advisory Council of Marketing Practitioners (ACMP)

An advisory member is a vital member of the International Institute of Marketing Professionals' (IIMP™) advisory team and acts as a representative of the organization to the community at large. The International Institute of Marketing Professionals shall provide the following benefits to all advisory members.

IIMP™ will provide all advisory members with the following benefits:

- Be Recognized as "Member IIMP™ Advisory Board/Council"
- Opportunity to share your ideas and opinions towards IIMP™ goals and objectives;
- If applicable, opportunities to network with the other advisory council members;
- Special discounts on IIMP™ events and membership.

The International Institute of Marketing Professionals will have the following expectations from all Advisory Members:

- Contributing their input and review of material virtually.
- Choosing an assignment within their abilities, interests, and time.
- Attend IIMP™'s scheduled orientation and meetings.
- Notify the organization beforehand if they will be absent or if they have arranged a substitute.
- Conduct in an appropriate and ethical manner at all times.
- Adhere to the specific requirements that are expected.

### **(2) Selection of Advisory Members of IIMP™**

All advisory members from the Internationally Accepted Marketing Standards (IAMS) Board, International Advisory Council for the Marketing Profession (IACMP) and Advisory Council of

Marketing Practitioners (ACMP) will be selected by the executive team of the International Institute of Marketing Professionals. The executive team that will be involved in the selection process will be the Internationally Accepted Marketing Standards Committee, and the President/CEO of IIMP™.

### **(3) Removal of Advisory Council or Board Members**

#### **a) Removal of IAMS Board members**

At least one of the following reasons must exist in order for the removal of an IAMS Board member of the International Institute of Marketing Professionals.

1. If at an IIMP™ Board of Directors Meeting of IIMP™ Board of Directors, a resolution is passed by 2/3 of the vote cast in favour of the removal of an IAMS Board member from the IAMS Board.
2. If an IAMS Board member has resigned his/her office by delivering a written resignation to the President/CEO of the International Institute of Marketing Professionals.
3. If an IAMS Board member found to be in breach of advisory or confidentially agreement.
4. If he/she is found by a court to be of unsound mind.
5. On death.

#### **b) Removal of IACMP members**

At least one of the following reasons must exist in order for the removal of an IACMP member of the International Institute of Marketing Professionals.

1. If at an IIMP™ Board of Directors Meeting of IIMP™ Board of Directors, a resolution is passed by 2/3 of the vote cast in favour of the removal of an IACMP member from the IACMP.
2. If an IACMP member has resigned his/her office by delivering a written resignation to the President/CEO of the International Institute of Marketing Professionals.
3. If an IACMP member found to be in breach of advisory or confidentially agreement.
4. If he/she is found by a court to be of unsound mind.
5. On death.

#### **(c) Removal of ACMP members**

At least one of the following reasons must exist in order for the removal of an ACMP member of the International Institute of Marketing Professionals.

1. If at an IIMP™ Board of Directors Meeting of IIMP™ Board of Directors, a resolution is passed by 2/3 of the vote cast in favour of the removal of an ACMP member from the IACMP.
2. If an ACMP member has resigned his/her office by delivering a written resignation to the President/CEO of the International Institute of Marketing Professionals.
3. If an ACMP member found to be in breach of advisory or confidentially agreement.
4. If he/she is found by a court to be of unsound mind.
5. On death.

### **(4) IIMP™ Advisory Confidentiality**

- a) Advisory members must agree that any written information that has been disclosed as "confidential" during and after their term will remain in the strictest confidence.
- b) Agree not to publicize any of the confidential aspects of their work orally or by written word or any other medium of communication.
- c) Agree to exercise due care to ensure that any information that may give to others in the course of their term will be given only to persons they believe are entitled to receive such information.

An advisory board/council member must confirm that they have read the above statements and agree with them. All advisory members will adhere to all general and confidential requirements contained in this agreement or as otherwise directed to them in writing by any authorized representative of the International Institute of Marketing Professionals during your term. Furthermore, all advisory members must confirm that any innovations, creations, and products development that will be creating or contributing to will remain sole property of the International Institute of Marketing Professionals.

### **References**

- [1] M. Sommers, J.G. Barnes, Marketing (10th edition). Toronto: McGraw-Hill Ryerson, 2003.
- [2] No Clear Accord on Stimulus by Top 20 Industrial Nations." *The New York Times*, page A1, March 15, 2009.
- [3] [G-20 Membership](#) from the official G-20 website.